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**Revue
Canadienne
d'Economie Familiale**

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Focus: Economic Trends

Printemps 1981 Volume 31, No. 2

Focalization: Tendances Economiques



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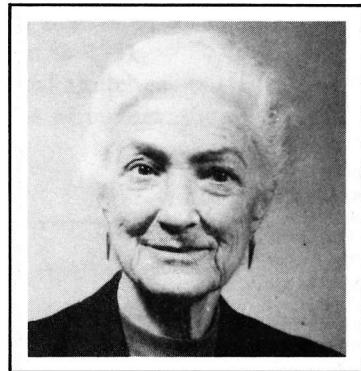
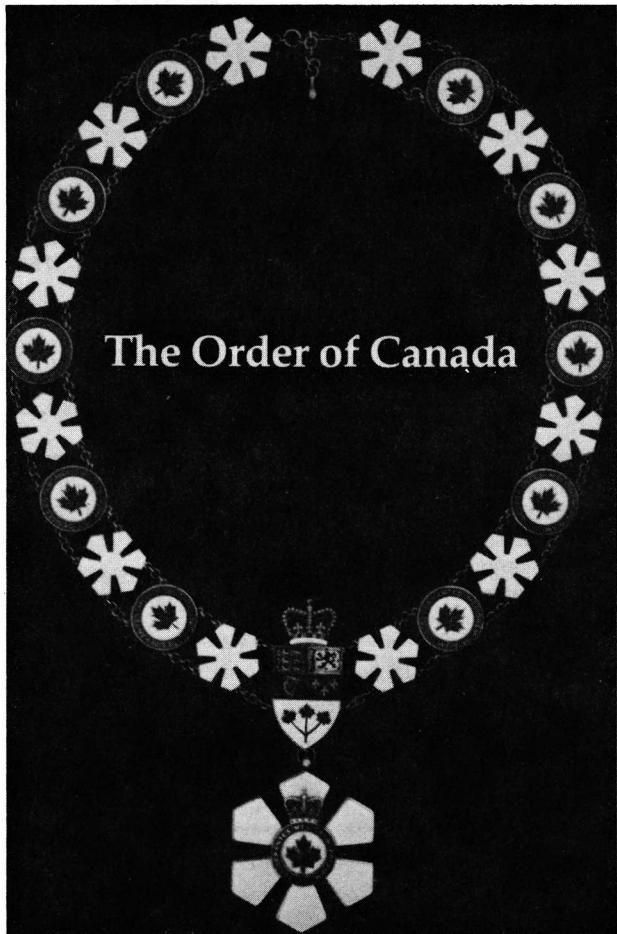
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CONGRATULATIONS, DR. MARGARET McCREADY

Dr. Margaret McCready, Toronto, was appointed Member of the Order of Canada in the New Year's list of 1981. Members of CHEA warmly congratulate her on this well-deserved recognition. CHEA was proud to nominate Dr. McCready for this appointment.

Dietitian and home economist, Margaret McCready obtained her Ph.D. from the University of Aberdeen, under Sir John Boyd Orr. She was Director of Household Science at Macdonald College, McGill, from 1939-49 and Dean of Macdonald Institute, University of Guelph from 1949-68. The degree program at Guelph began in 1948 and she was responsible for steady growth and development of that program. Following retirement from Guelph she made a noteworthy contribution in two years as Chairman of the Department of Home Science, University of Ghana.

She was President of the Canadian Home Economics Association from 1948-50, years of very active growth

and development. From 1968-72, she was a member of the Executive Council of the International Federation of Home Economics. Her strong concern for the well being of individuals and families is reflected in the voluntary and energetic service she has given to boards of provincial and national organizations directed to this goal. She was active in the formation of the Consumers' Association of Canada, the Vanier Institute for the Family, and the Freedom from Hunger Campaign. She ran in the 1972 federal election as an unsuccessful NDP candidate in Wellington County. At present, she is a member of the Ontario Advisory Council on Senior Citizens and the Committee on Living and Learning in Retirement, of the Glendon College, York University.

Dr. McCready's energetic and enthusiastic support of the goals of the home economics profession and her ongoing involvement with CHEA and IFHE over many years, make her a most worthy recipient of this high award. Our sincere congratulations and best wishes.



Professional North South Dialogue

The term "north south dialogue" is becoming a familiar phrase to most Canadians. At the same time the Canadian Home Economics Association is becoming more involved in international development. To some members this is somewhat a *puzzlement* which I hope will become more understandable in the near future.

First a note of history. When the International Federation of Home Economics met in Ottawa in 1976 it was suggested that local home economics associations begin a process of twinning with associations in other countries. The aim of this process was to further communication between local groups beyond the participation in an international congress once in four years. In addition it was felt that this kind of communication could foster development within the context of home economics.

In response to this the Canadian Home Economics Association formed an International Development Committee which was Ottawa based. This committee decided to initiate what turned out to be a series of International Development Workshops which are held first prior to CHEA annual conferences. The fourth such workshop will be held this year at Brescia College in London, Ontario, preceding the 1981 Toronto Conference. These workshops are sponsored by the Canadian International Development Agency and usually include an international speaker and much creative discussion. Sixteen students from foreign countries who are studying home economics in Canada have their attendance sponsored.

At the first workshop it became clear that it is CIDA policy to foster communication and development support through professional associations. At the same time some local associations were beginning the process of twinning and development needs in home economics were being communicated to the groups.

In this regard the Toronto Home Economics Association was one of the first to apply for a grant from CIDA. Through twinning with the Caribbean Association of Home Economists, Toronto learned that teachers in the 12 (now 14) territories in the West Indies which belong to CAHE wanted among other things to develop their own educational materials. They wished to produce these understandably, with Caribbean content and style. Furthermore, they wanted to do some research into determining some of the parameters of lifestyle to which these materials would relate.

The Toronto and Caribbean Associations proceeded to develop the parameters of a project whereby this would be accomplished. They applied for and received a grant from CIDA to support this and this project is now well underway. (This is to date the largest CIDA project undertaken by a non-profit professional group.)

Meanwhile with somewhat different objectives the Nova Scotia Home Economics Association in twinning with Malawi received a grant which enabled Mrs. Mabel Banda, president of Malawi Association to visit Nova Scotia. There she had the opportunity to stay in the homes of many Nova Scotia home economists to get to know members and exchange ideas. She also visited Guelph and it was my privilege to greet Mrs. Banda on behalf of CHEA at the national office when she visited Ottawa.

Twinning may or may not include a project where funding is requested. If requested, funding may or may not necessarily come from CIDA. Where funding is received it is administered through the national office as international projects are handled on a country to country basis.

The extent of this rapidly growing activity has been difficult to communicate to Canadian home economists. Thus "Executive Forum".

Again the International Development Committee wishing to communicate further knowledge of twinning to local affiliated groups has applied for and received a grant from CIDA to hold a two and a half day forum in Ottawa. Thus the CHEA executive committee, provincial directors and local association representatives met in Ottawa at the end of March in order to learn more about the potential for CHEA and local associations in international development. There are support mechanisms, protocol, tradition, and even valuable experience to pass on and the forum was designed to facilitate this kind of sharing. Executive Forum was planned as phase one in learning more about CHEA and development. Phase two will be in the context of future meetings to be held at the local level.

Individual Canadian home economists have an enviable record of professional achievement internationally. Local associations are now encouraged to follow this lead by creatively communicating in an international context. Thus as home economists we have a splendid opportunity to participate and even to lead in a professional north south dialogue. ●



President's Message

In Memoriam



The death of Lorna Davis, a highly respected and loved teacher and wise administrator, and a CHEA life member, occurred on Nov. 2, 1980. Although professionally inactive since her retirement in 1966, Lorna Davis' career spanned 30 active years as dietitian, University teacher and administrator and her contributions in these areas were many and varied.

Lorna Davis was born in Schomberg, Ontario and graduated with a B.A. degree in Household Science, from the University of Toronto in 1933. Following a year's dietetic internship at the University Hospital, Edmonton, she returned to university to complete an M.A. degree in home management. From 1936-38, she was assistant dietitian at Westminster Hospital, London, and, in 1938, with the initiation of a home economics program at Ursuline College (Brescia College), University of Western Ontario, she joined the staff to teach home economics until 1941. From 1941 to 1953, she was a staff member of the College of Home Economics at the University of Saskatchewan where

she taught home management. Further post-graduate study was undertaken during this period, with studies at Columbia University, Cornell and Iowa State and one year on a doctoral program at Purdue University. In 1953, she was appointed Associate Professor in Home Management and Family Development at the University of Manitoba. In 1956, she became Acting Director and, in 1958, Director of the School of Home Economics, a position that she filled until her retirement in 1966. Under her capable direction, home economics at Manitoba made noteworthy advances in updating the curriculum, and addition of laboratory facilities. She was responsible for three well-planned and livable apartments perched atop the "new wing" of the Home Economics Building to replace the former home management house, and later, for the needed laboratory space for textiles, and foods and nutrition in the new Duff Roblin Building.

Lorna Davis gave generous support to professional and community associations. While in Saskatchewan, she held various offices in the Saskatoon Home Economics Association, and the Saskatoon and Saskatchewan branches of the Canadian Association of Consumers. In Manitoba, she was Secretary and President of the Manitoba Home Economics Association, President of the Dietetics Association of Manitoba, Secretary of the University Academic Staff Association, a member of the University Women's Club of Winnipeg and the Delta Kappa Gamma Society.

Lorna M.S. Davis

She was Chairman of the Education Committee of the Canadian Dietetic Association for five years and Honorary President of the Association in 1964-65. For the Canadian Home Economics Association, she was Chairman of the Textile Committee, Chairman of the Family Life Committee, Manitoba Director and Program Co-Chairman for the 1964 Silver Anniversary Convention in Winnipeg. Her interest in the international aspects of her profession took her to the International Congress of Home Economics in Washington, D.C. in 1958 and the International Congress of Dietetics in London in 1961.

Her early retirement was due to ill health, occasioned by the emphysema which bothered her increasingly, especially in Manitoba's frosty winter months. Her retirement was spent in Mississauga, Ontario, with summer months at her island at Gananoque and travel to Florida, Arizona, or Barbados in winter months. She was hospitalized only a few weeks prior to her death from cancer. She will be affectionately remembered by numerous students, colleagues and friends.

E. Feniak



Mary Catherine Hiltz

A link with the early history of home economics in Manitoba was broken in September with the death of Mary Hiltz in Halifax in her 90th year. Miss Hiltz was Professor of Foods and Nutrition at Manitoba Agricultural College, which later became part of the University of Manitoba, from 1920 until 1955. She was an enthusiastic, inspiring teacher who made nutrition a lively and vital subject for her students and kindled in many the ambition to become a dietitian or pursue graduate work in nutrition.

Mary Hiltz first studied home economics at Macdonald Agricultural College, then attended Columbia University, where she received her B.Sc. degree in 1920. During a sabbatical year in 1925, she completed the M.S. degree in Nutrition from the University of Toronto.

She played an active role in the growth and development of home economics in Manitoba. The degree program had been instituted in 1915, and, in 1920, the name *Home Economics* was adopted with Foods and Nutrition the designation given to work in that area. Courses were developed by Mary Hiltz so that a specialization in Nutrition in the senior year became possible. The program met the requirements of the Canadian Dietetics Association, formed in 1935, for entry into the dietetics profession and was considered an excellent background for graduate study in Nutrition in universities in the United States and the few Canadian universities which offered this program. Master's level work in Foods and Nutrition at the University of Manitoba began in 1942. A Swift Foundation Fellowship in Applied Nutrition was granted jointly to Mary Hiltz and Dr. A.D. Robinson, Professor of Biochemistry and over a period of

several years, six home economics graduates engaged in graduate study and research under this grant.

In the twenties Mary Hiltz became well-known to Manitobans through radio talks, the better farming train, fall fairs and the like. During the Depression, she developed food schedules for farmers on relief, made a dietary study of low-income families in Winnipeg and developed a book of low-cost recipes of high nutritive value that was widely used by the housekeeper service of the Family Bureau.

Miss Hiltz, represented for many years, the University of Manitoba and later the Canadian Dietetic Association on the Canadian Council on Nutrition which was formed in 1938. She was active on the committee responsible for the formation of the Canadian Home Economics Association in 1939 and served the national association in numerous capacities. In 1950-51, she undertook the heavy task of editor of the fledgling *Canadian Home Economics Journal*, a position she held until 1955. Her work established a high standard for the journal.*

With Mary Moxon, she authored the very popular *Home Economics Cookbook (Canada)* which was widely used by students and a favorite with the general public. This book went through 7 revisions, the last being in 1951. Mary Hiltz was the author of *Nutrition, an Elementary Text*, published by Macmillan in 1955, later revised, and widely used in Canada as a school text.

* A tribute to the contribution Miss Hiltz made as editor was carried in the Journal September 1955 issue of the Journal and a report by Miss Hiltz on the Development of the Journal may be found in the June 1964 issue.



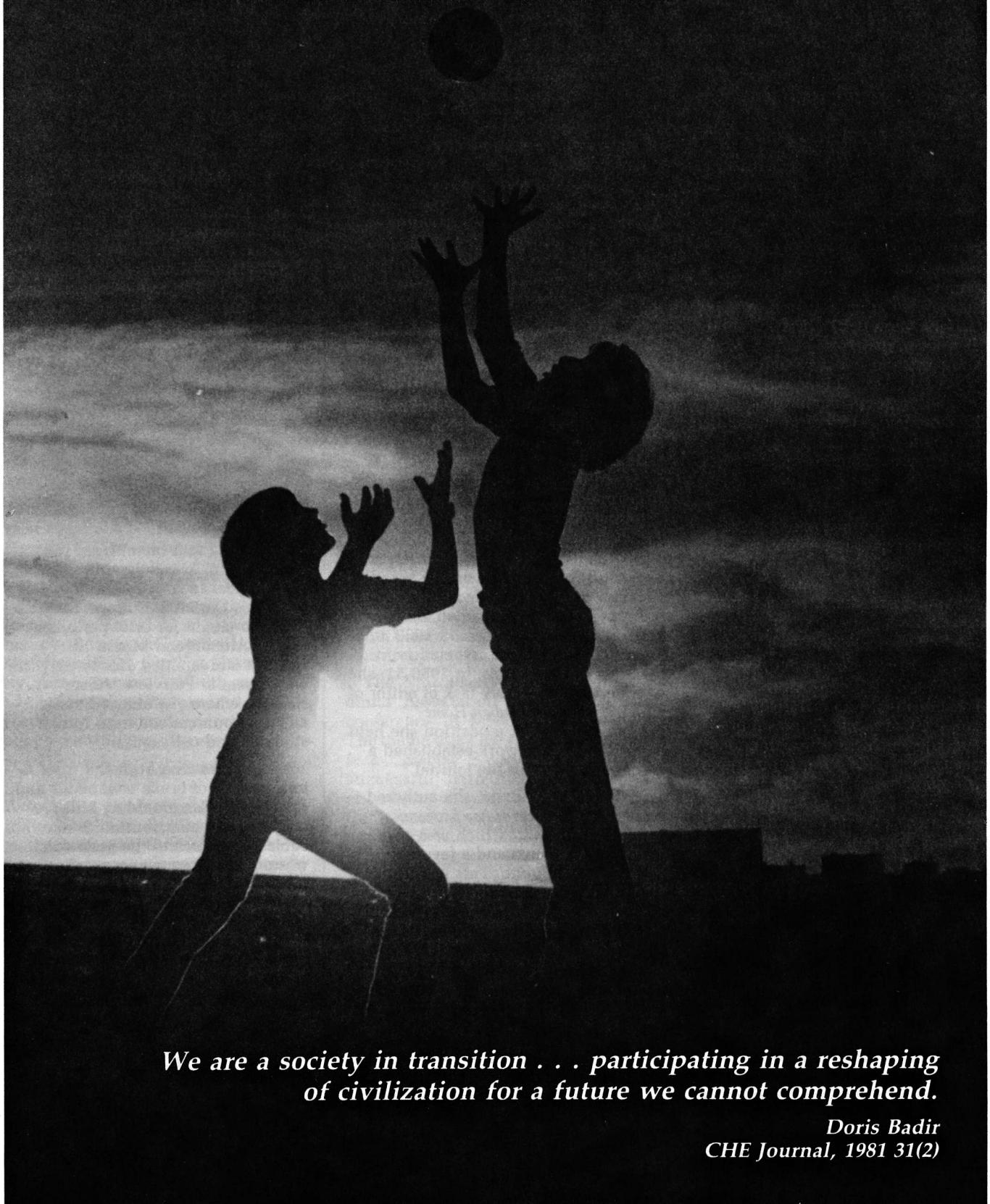
Following retirement from the University of Manitoba, Miss Hiltz spent a year in India as Principal of Women's Christian College, Madras. She also taught for brief periods at Mount Allison and Mount St. Vincent Universities. Her latter years were spent at Fairview Villa, Halifax, where she enjoyed visits and communications from former students and colleagues.

Like others who built the foundations of home economics and dietetics in Canada, Mary Hiltz made a giant contribution to our subject field and to the profession. A warm and vigorous person, she inspired and encouraged a multitude of home economists over the 35 years of her teaching career at the University of Manitoba. We have cause to be very grateful for her life and work.

E. Feniak



Focus: Economic Trends



*We are a society in transition . . . participating in a reshaping
of civilization for a future we cannot comprehend.*

*Doris Badir
CHE Journal, 1981 31(2)*

Informal Economy: A New Economics?

Doris R. Badir



Résumé

Le concept définissant l'économie sur une base qui engloberait les activités productrices hautement organisées du secteur industriel et commercial et aussi bien que les activités productrices non-monétisées du type coopératif, communautaire et domestique, est actuellement examiné par une commission d'enquête de l'Institut Vanier de la Famille. Un tel concept s'intéresse aux problèmes d'une société de plus en plus concernée par l'utilisation des ressources humaines et la destruction de l'environnement. Ce concept est discuté en tenant compte des ramifications concernant l'économie familiale.

Abstract

The concept of defining the economy on a continuum ranging from the formal to the informal; from highly organized productive activity to the unmonetized productive activities of neighborly cooperation and domestic economy, is one currently being developed by a Vanier Institute Task Force. Such a concept allows for a more people centered, environmentally concerned basis for society. The concept is discussed here with some of the ramifications for home economics alluded to in the conclusion.

It is a truism to say that we are a society in transition. We know, without being told, that we are participating in a reshaping of civilization for a future that we cannot comprehend. The public debate about the alternatives that are available for that future has been noisy and widespread. Many, who are on the sidelines of the debate, are bewildered for it would seem that even the most fundamental principles upon which we have based our lives are being questioned. Frantic defense and rigid response is often the way we cling to the old stability. Some look to creative adaptation to the changes that are all about us. This article is going to attempt to describe to its readers an alternative set of principles upon which to base plans for the future. It is a set of principles which addresses the challenges which face the economic sector of our society today and which have far reaching effects for the way we relate to one another as individuals and families.

Economics is the study of how men and society choose, with or without the use of money, to employ scarce productive resources, which could have alternative uses, to produce various commodities over time and distribute them for consumption, now and in the future, among various people and groups in society (Samuelson, 1966, p. 5).

Samuelson's definition of economics is probably one that most people can understand and would agree with. Over the past several centuries economic growth has been a general shift in the manner in which mankind has produced and consumed from unpaid, informal processes to monetized, industrialized, organized processes. In this shift we have come to talk of economic activity largely in terms of money, jobs, and markets and prosperity or economic stability in terms of full employment, high wages and markets overflowing with all manner of conceivable goods and services to satisfy our needs. People have shifted from subsistence in a totally informal economy into affluence in

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an almost completely formal economy. Until relatively recently, economic gurus have been able to prophesy bigger and better development of this formal economy resulting in greater prosperity for all. Depending upon one's particular economic perspective, set backs in the general direction of growth could be handled by government intervention here, tax reductions there, opening up of new resources or creating opportunities for free enterprise and new markets to sell products.

Economic development as described by traditional economists has generally been a beneficial process. We are obviously more prosperous today as a result of industrialization and the institutionalization of economic activity. However, as James Robertson points out, there are some serious questions now being raised about desirability of moving people out of the informal economy into the formal economy — questions of whether or not there are not limits to the direction of this movement (Robertson, 1979). Many people, including Robertson (1976, 1979), Schumacher (1973), Hirsh (1976), Gershuny (1979), Ross (1980) and others, feel that there are limits, that we have reached them and that we may even have gone beyond.

Robertson (1979) suggests five areas wherein limits to growth can be observed or documented:

- Physical limits — the environmentalists insist that we be aware that we live on a finite planet and all that that entails.
- Social limits — as Hirsch points out the more highly developed an economy becomes the more the economic progress of one of us is made at the expense of another.
- Limit to specialization — while the division of labour has proven to be a very good thing we seem now to be close to the point at which specialization of economic activity may become disadvantageous.
- Psychological limits — economic development tends to make people "more dependent, more helpless, more alienated, more remote, and less able to participate" (Robertson, 1979). The results of pushing these limits tend to be greater demands on the system for service and increasingly less willingness to be involved.
- Conceptual limit — there are limits to the willingness of people to accept the traditional economic notion that a rise in the G.N.P. automatically produces a stable economy — the notion that we must create wealth before we can spend it and we create it by making and selling more things! There is evidence to suggest that we are less willing to accept the conventional economic precept that the economy is actually working according to a conceptualized model.

If one accepts Robertson's notion of limits then one is faced with looking around for alternative ways of ordering the economic sector (the production and consumption of life necessities) in order to live comfortably and securely within those limits.

More and more one reads pleas from economic thinkers to seek out and study what they consider to be a sane, humane and ecological alternative Burns (1975), Hender-

son (1977), Gershuny (1979), Ross (1980), Robertson (1976 & 1979).

Before examining some of the actions required for developing such an alternative let us examine a model which could provide the framework for such an examination.

If we are to come to grips with the issues involved in experiencing Robertson's *limits* we must first of all see the economy in the fullest sense as described by Samuelson at the beginning of this article. It is not only the mere exchange of things — money, credit, material goods — it is the sum total of our daily activities — all of the exchanges, human and material which go to make up the fabric of our lives. It is the work that we do in our homes, among our families, in our communities. In fact, if you think about it, by far the largest amount of our waking hours are not spent in contributing to the GNP but rather are spent in caring, cooking, repairing, helping, exchanging, loaning and sharing. Clearly there are a whole range of activities which result in the production of goods and services and which are not accounted for in any analysis of the "current state of the economy". Indeed it can be argued that the household and community economies are the foundation upon which the formal economy is built. Where else do we find workers or consumers if not as active engagers in household and family activities?

The Vanier Institute for the Family in its wide-ranging quest for a world made up of more humane and familial-type relationships has established a Task Force to examine this little understood element of the whole economic superstructure. They are defining it, coding it and examining directions which public policy might take in order to foster it.

There are some serious questions now being raised about desirability of moving people out of the informal economy into the formal economy — questions of whether or not there are limits to the direction of this movement.

Let us examine for a few moments the distilled wisdom of the Vanier Task Force as it has developed a description of the *Whole Economy*.

The purpose of the *Whole Economy* is exactly that purpose described by Samuelson — to provide for the needs of families and individuals. The *Whole Economy* is made up of several parts (Figure 1.) ranging from the *Formal Economy* on one side of the continuum to the *Informal* on the other. The intentional unit (the unit served by the economy) is placed at the center of the diagram. The various sectors are shown as serving the needs of the household unit. It is understood that as individuals and households are unique they will draw from and serve each of the sectors differently depending on their needs and composition.

Some very important points need to be made with respect to the *Informal Economy*. Operating in the *informal* sector requires that there be informal social and economic networks in place in the community which provide the essential resources for such an economy to function. Skills

Whole Economy

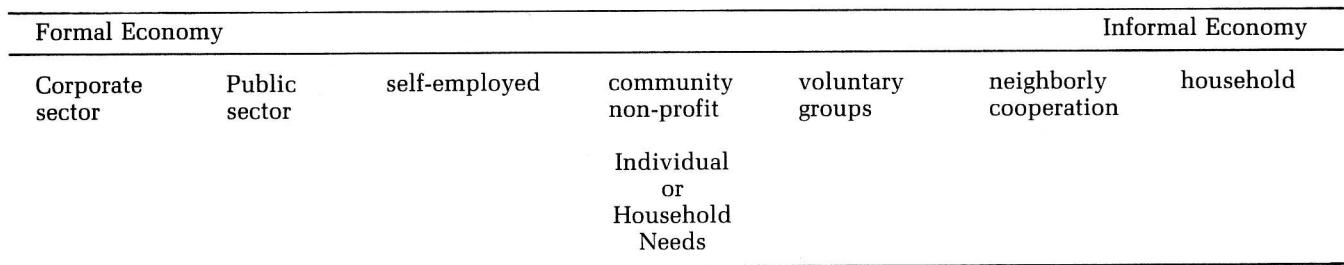


Figure 1. Diagram of Whole Economy.
(From: Ross, David. Towards a non-sexist, human economy. *Transition*, 1980, 10 (4), 12.)

as well as material goods have to be identified before they can be called upon for use. Examples immediately come to mind of rural or pioneer or outlying communities where existence was/is dependent on the skills of a carpenter, sail-maker, skin-tanner or, on the familial level, of a cook, nurse or butcher. Thus the main characteristics of the informal economy are the cooperative social and economic networks which operate through exchanges of work, skills, goods and services. The mechanisms of exchanging are barter and gift and the benefit is the production of shelter, food, clothing, social and recreational activity.

Two questions are foremost upon reading of this new conceptualization of how our economy works: What are the ramifications for current and future lifestyles and is it a viable and workable alternative?

A reordering of the economic model, to take into account other sectors than the productive one, obviously introduces some human, familial and ecological values where peoples' contributions would be measured in terms which were not solely monetary, moreover decisions would be based on a whole series of considerations such as poverty and pollution or in terms of the impacts on people rather than on mere externalities of things like GNP or unemployment figures. In Ross's words there is "the increased likelihood of developing such human attributes as authenticity (as opposed to role-playing); trust (as opposed to legal contracts); sharing (as opposed to self-interest); and creativity (as opposed to role confining activity)" (Ross, 1980).

By far the largest amount of our waking hours are not spent in contributing to the GNP but rather are spent in caring, cooking, repairing, helping, exchanging, loaning and sharing. Clearly there are a whole range of activities which result in the production of goods and services and which are not accounted for in any analysis of the "current state of the economy".

Once the informal economy is recognized it becomes legitimate behavior to move in and out of the formal and informal economy depending on various needs of individual and family. It is conceivable that one might wish to opt out of a managerial position for a period of time and devote one's energies to a non-profit community exercise.

Flexibility in employment patterns will allow greater choices between formal and informal opportunities and will remove the stigma which is always associated with *unpaid* work. By legitimating activity in the informal sector we pave the way for people to *make choices* about where and to what purpose they wish to expand their resources.

By including *the household economy* in this new economic model, the activities and decisions of the household have been incorporated into the larger picture. There can no longer be any separation of the management of household affairs from the market economy. It becomes abundantly clear to everyone exactly what the effects of decisions to make or to buy will be, not only in monetary terms, but on the quality of the relationships. It becomes possible to balance other equations like household work vs work in the productive economy with more meaning. It elevates and gives meaning to the caring tasks related to child rearing, family illness and care of the elderly. It makes important (in other ways than just money saving) the do-it-yourself household maintenance and repair activities engaged in by most households today. It was estimated that the value of household labor in the United States in 1968 was worth almost 50% of the sum of all the after-tax labor income (Walker & Gauger 1973). Similar figures are not available for Canada but they are likely to be relative, thus allowing us to put in perspective the contribution of the household economy to the Whole Economy.

The most obvious result of a large-scale use of this legitimization of informal economic activities would be a general overall change to a simpler less monetary lifestyle. It is clear that once one has bought the idea that one can move in and out of the formal economy one has bought the idea that one can live on less money income because one is utilizing various systems of the informal economy to increase real income. A recent study of the Economic Council of Canada, *Newfoundland: From Dependency to Self-Reliance* (November 1980) illustrates how effectively some sectors of the population of that province have been able to live in both the formal and informal economy and maintain satisfactory and fulfilling lifestyles. It takes time to utilize the informal economy but one buys time by moving out of the formal sector. The pay-off in the time available is that not only is one allowed the satisfaction of crafting for oneself but also for developing more satisfying relationships with family and community as barter and sharing become the means of exchange. An additional pay-off which could be the subject of a whole article would be that in terms of the conservation of natural resources.

A major and exciting possibility is the opportunity it provides for the social system to encourage informal and volunteer activity for those who are unemployed and/or on welfare. Instead of being persuaded that they are leeches of the system they can be encouraged to recognize the important contributions relief from the formal economy enables them to make. It opens a whole new avenue of approaches to the counselling of persons unable to participate in the formal economy. Merely by redefining *work* we give a great many activities, heretofore seen as unimportant, real worth.

As with all new ideas one must also be conscious of some of the possible areas of difficulty. Once the informal sector is made visible, and the contribution of neighboring, volunteer and household activities become recognized, there is going to be an attempt to monetize this activity. After all, if the domestic activities of a household can be calculated as adding \$10,000 in real income to the average family, is it not reasonable that this figure should be included in the calculations of incomes for tax purposes?

There are going to be quasi-legal problems arise as we try to decide whether what appears to be simple neighborly cooperation — I'll wire your rumpus room if you'll do the plumbing in my extra bathroom — is indeed an artful tax dodge. When does the informal economy become the black economy?

Another danger is that by suggesting that the household economy is a flourishing sector of the larger economy we may be providing the production and formal sector with an argument for putting women back in the home and giving their jobs to unemployed males thus *correcting* (?) the problems of the formal economy. One can readily visualize the arguments on the worth of domestic activity being used to persuade women of the *value* of the housewife role.

The Home Economist and the Informal Economy

I have avoided any reference to home economics while trying to define and explain the Informal Economy. To most

home economists the concepts are not new. However to see them placed alongside and equal to the concepts of production employment and monetary exchange is to provide a whole new dimension to our profession.

- It gives a new zest to the role of the home economist as adviser and teacher of homemakers and homemaking practices.
- It provides an even greater *raison d'être* for the centralization of family, child and individual in considerations of shelter, clothing and food and daily living for the purposes of improving the quality of daily life.
- It gives the profession a whole range of public issues to which it should address itself from pollution to public housing to job sharing.
- It provides the professional home economist with a new perspective on the household economy and its crucial role in a search for a meaningful alternative to the present economic stalemates and
- It provides the home economist, as feminist, with a whole series of challenges to the status of her profession and to her perspective of the world. •

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Shaping Public Policy — Strategies For The 80's

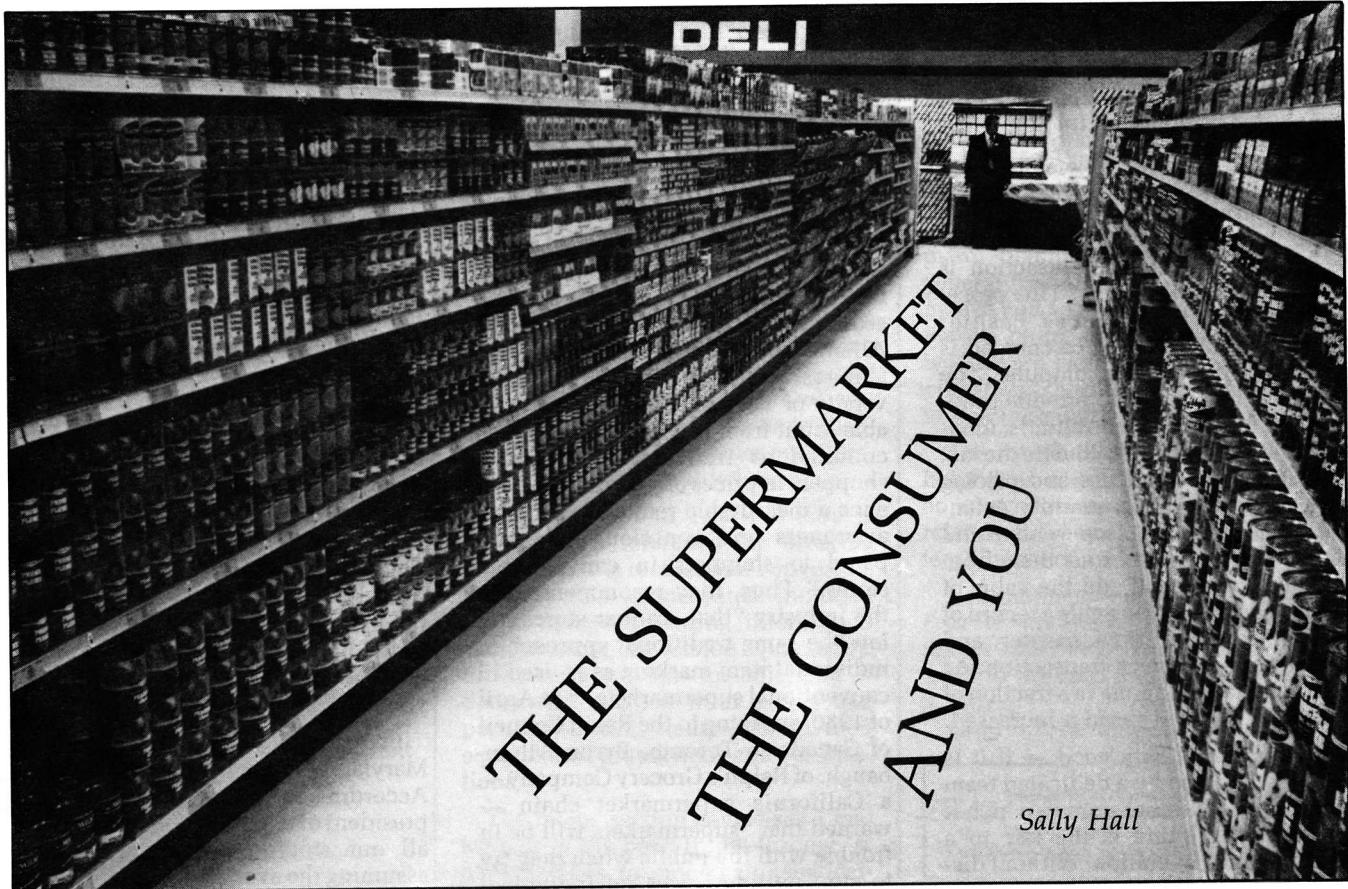
As a followup to the 1981 CHEA Conference theme, *Integration*, a three-hour workshop **Shaping Public Policy — Strategies for the 80's** is being planned on the afternoon of Thursday, July 9 to focus on strategies and techniques for individuals and groups to increase their abilities and skills in public affairs. In particular, techniques of lobbying, using the media, the function of resolutions and position papers will be discussed. This workshop is designed for individuals who are in a leadership position, or who wish to become more involved in this aspect of their professional commitment.

Home economists, as individuals, in many instances have exerted considerable influence in shaping public policy, and been involved in public affairs in a variety of ways. The Canadian Home Economics Association recognizes the need for members to become more familiar with the political process and with strategies to implement change.

Take this opportunity to become better informed about the legislative process, to focus closely on issues related to the expertise of home economics, and be more effective in involvements with public issues in the coming decade. Watch for further details.

International Year
of Disabled Persons





Courtesy of the *Edmonton Journal*



Sally Hall was born and educated in Hamilton, Ontario, moving to Montreal in 1961, Winnipeg in 1970 and Edmonton in 1979. In Winnipeg, she became actively involved with the Consumers' Association of Canada and the Manitoba Provincial Association of which she was president. She appeared on a weekly food price comparison spot on CBC-TV and was a regular guest on a radio open line show. Her interest in computerized checkouts began over seven years ago and she has continued studies of the whole concept of scanning using the Universal Product Code and how it will affect the consumer. Prior to and since her move to Edmonton, Mrs. Hall has done extensive media appearances on the subject, spoken to many associations and groups of interested consumers and has put together and presented briefs to the Consumer Ministers in both Manitoba and Alberta on behalf of CAC, asking for legislation making price marking mandatory. Mrs. Hall is presently actively involved as Vice-president of the Alberta Consumers' Association and is on the National Board of CAC.

Computerized checkouts in our supermarkets are a fact of life and their numbers are doubling every year. Scanners represent the first major revolution in the retail food industry since self-service was introduced in 1916. This major revolution occurs at a time of great expediency for the grocery industry, but for the consumer, dealing with soaring inflation, the timing of this change, in its present form of operation, could be detrimental.

But First — What Is a Computerized Supermarket and What Is a Scanner?

The computerized checkout system is a method of operation which uses the UPC (Universal Product Code). In Canada, this is called the Canadian Grocery Product Code or CGPC. This code is the postage-stamp-sized marking of lines and numbers on almost every item sold in stores today in North America. Currently, each manufacturer of consumer goods is assigned an identifying number by Distribution Codes Incorporated (DCI), a firm engaged in 1972 by the Uniform Grocery

Product Code Council, Inc. to administer the code distribution programme. This number is the five digits to the left on the symbol. The manufacturer then assigns a different number to each product in a line and that makes up the five digits to the right. This combination of manufacturer and product identification numbers is then translated into a machine-readable symbol of light and dark vertical lines and both are printed as one symbol on each package. No two symbols should be alike. The symbol is simply an identification — there is no price built into the code.

In stores using the computerized system, the checkout clerk does not punch in the price of each item. Instead, each item is pulled, symbol down, over a slot or plate built into the counter under which an optical scanner is located. This scanner is capable of distinguishing between the light and dark bars of the UPC. It reads the symbol, sends this information to the computer where the product is identified and matched up to a price. This

information is then sent back to the electronic cash register and shown on a lighted panel and printed on the register tape. The time required for this transaction is only a fraction of a second.

Every piece of information required by the cashier in order to process a grocery order is stored in the computer. As a result, each transaction is carried out automatically. This procedure effectively reduces cashier keying errors, as the price charged is always the price in the computer. The computer is also able to provide proper credit for returns and refunds; identify taxable items and calculate the tax; calculate item quantities and pricing on split-package and quantity extension; record amounts on vendor and store coupons and subtract them from the total; record and add the value of bottle deposits; and provide a record of the number, date, time, cashier, and store location for each transaction. As each calculation is done in a fraction of a second, checkout speed is increased.

The system is very good — if it is properly handled by a dedicated team within the individual store in which it operates. **Discipline** is the key to a good scanning operation. Without discipline and understanding of the system, from the box boy to the checker to the manager — no one wins. No store or chain should consider this complex system as a replacement for its cash registers which have become outdated. It is too costly and too involved to be treated lightly.

What is CAC's Concern

The concern of the Consumers' Association of Canada, along with many hundreds of groups and thousands of consumers across Canada, comes not from the system itself but from the removal of prices from individual products and the resulting loss of price awareness. As well, the Association is concerned with the potential for abuse by retailers due either to the speed with which prices can be changed or manipulated or even with legitimate entry errors which can produce hundreds of dollars of undeserved revenue for the store. The system can and does (in some places) operate very well with prices remaining marked on individual products. So then why are the stores so rushed to remove them?

In March of 1976 a Public Policy Subcommittee of the grocery industry



Sample UPC Symbol

in the United States was formed on the Universal Product Code. This committee undertook to sponsor a major research project to be conducted by Drs. Allen and Harrel of Michigan State University and Dr. Hutt of the University of Vermont. Along with valuable input from consumer groups, the conclusions indicated that "some shoppers in prices off stores do experience a measurable reduction in price awareness and consciousness compared to shoppers in conventional stores." Thus, they recommended to the industry "that scanner stores follow the same traditional approach to individual item marking as is used in conventional supermarkets."¹ In April of 1980, speaking to the Retail Council of Canada in Toronto, Byron Allumbaugh, of Ralph's Grocery Company — a California supermarket chain — warned that "supermarkets will be in trouble with the public when they try to stop putting prices on individual items to take full advantage of checkout scanning equipment."² And, under the auspices of the Retail Coun-

THANK YOU FOR SHOPPING CANADA SAFeway 197	
Quantity	DARE COOKIES 1.57
of Item	CR WAX PAPER 1.77
Purchased	TH VINEGAR .75
	DAN DEODORANT 2.25
	10 HZ BABY FOOD 2.97
	TT CRM CORN .44
	TT CRM CORN .43
	STR OYSTERS .99
	STR OYSTERS .99
	MERT 8.98
	MERT 4.56
	TT MUSHROOMS .77
	TT MUSHROOMS .77
	VARIETY 5.57
	BAKERY .89
	BAKERY .89
	PRODUCE 1.19
	2.09B 1 1/2 330ANANA .69
	1.00B 1 1/2 69TOMATO .69
	1.43B 1 1/2 19ORANGE .70
	DO PINEAPPLE .79
	TH RELISH .73
	SW GRB BAGS .73
	LP DEEF SOUP .75
	LP DEEF SOUP .75
	LP DEEF SOUP .75
	TH MUSTARD .77
	SR APP JUICE .97
	SR APP JUICE .97
	ZEE NAPKINS .99
	ZEE NAPKINS .99
	DARE COOKIES 1.57
	VARIETY 9.49
	BAKERY .55
	BAKERY 1.19
	GROCERY 1.15
	GROCERY .50
	TOTAL 58.20
Price	3/20/80 8:01 200
Per Pound	HAVE A NICE DAY
Brand Name	
Town House	
Refund	
Manufacturer's	
Coupon	

Sample Cash Register Tape

cil of Canada, three committees were set up to study the issue of removal of prices back in 1975. One of these committees, the Public Advisory Committee (PAC), created a set of guidelines under which the companies could test computerized checkouts. These were revised and presented to food chains and the public by the Retail Council of Canada in July, 1977. The supermarkets involved never did commit themselves to these guidelines or comment on them publicly and the Council committees became inactive after the summer of 1977.³

As you can see, studies have been done, results published and, in most cases, ignored partly or completely by the retail industry. Again, why?

Could It Be the Cost?

It is difficult to obtain an up-to-date figure for the actual cost to the store of individual price marking, but I do have some information and from it, you can judge for yourself.

In February, 1975, Giant Foods in Maryland, with 62 stores, did a study. According to Joseph Danzansky, the president of the chain, "Assuming that all our stores were converted and assuming the average savings from not marking prices would be \$2,745 per month (per store) we would have \$2 million to share with our customers each year since 900,000 people shop in our stores each week." These figures were then analyzed by Donald Snyder, an economist with the University of Maryland. Dividing this \$2 million by the approximate number of shoppers (900,000), the savings which could be realized by elimination of item pricing is \$2.27 per year per customer. But the study also said that only about 23% of the savings can be attributed to original price marking. The other half is for remarking the prices on items already on the shelves. So without remarking, Snyder calculated that cost savings could be reduced to \$1.13 per year per customer — a figure that is hardly a fair trade-off for the retention of vital consumer information which is necessary to make intelligent marketing decisions.⁴ And, according to the Grocery Products Manufacturers of Canada — "after deducting the 19% saved by not marking prices, we estimate that without the benefit of eliminating price-marking, the yearly savings would be \$97,000 in a store with an equipment investment of \$150,000". That is 19% of the savings

the store will realize over and above the profit it would realize using the scanning system. The item ends with "Thus, other economies would be sufficient incentive for the programme to advance as planned."⁵

Advantages to the Retailer

With today's high interest rates, retailers must find ways to cut overhead and put more people through their existing size stores. The computerized scanning system is the answer. The key components to a computerized system are — ability to serve a greater number of customers, efficiency, speed and labor savings. The perceived benefits are statistical data collection, inventory control, improved checkout operations, less shrinkage in inventory, accounting benefits and increased productivity.

Before the days of computer scanning, statistical data were available only through time-consuming manual operations. The information collected in this manner was frequently too outdated to be of use. With scanning, retailers can effectively monitor test sales on new items; effectiveness of advertising and sales promotions; effectiveness of shelf displays; the activity of any department or item; activity between stores and trends in buying. With the computerized system, as an item is scanned at the checkout, it is automatically removed from the inventory thereby reducing the number of expensive and slow manual stock counts. As well, a more accurate inventory control is possible and the amount of shrinkage within a store due to theft reduced. The system also offers a better accounting procedure as every financial transaction occurring in the store is recorded and the person responsible identified. Customers' cheques are verified at the checkout counter as the computer stores the customers' account number, upper limits of amount authorized and a risk indicator thereby reducing "NSF" situations. Savings resulting from statistical data collection, inventory control, improved checkout operations and accounting are referred to as *soft savings*. Computer scanning systems can provide an hour-by-hour report of store activity. This is an invaluable tool for cashier, bagger, and carry-out scheduling as customer shopping habits can be analyzed and work schedules adjusted. Such savings resulting from increased productivity are called *hard savings*.

These advantages to retailers are a few of the many benefits possible with the systems presently available. As new equipment and procedures are being perfected, the potential is unlimited. The benefits of the hard savings to retailers are easily translated into dollars and cents. However, it is believed that soft savings may eventually be more significant than the hard or productivity savings identified to date.

Advantages to the Consumer

Ask any store manager in charge of a computerized checkout operation what the advantages are to customers and you will be given one of two answers — faster checkouts and a detailed register receipt which the customer can keep and use for price comparisons and budgeting.



Sample Shelf Label
60% Actual Size

Ask consumers what advantages they look for in a computerized checkout operation and they will not answer either of the above. What they are looking for is good value for their dollar. Of what good is speed at the checkout if two to three times longer must be spent in choosing groceries because "hard to find" and "hard to see" and "not always there" shelf tickets must be searched for? And of what good is a detailed receipt after the fact? Not in all cases does it list size or brand name of the product purchased or whether or not it was a sale item. The price tells what you were charged, but not necessarily the price you thought you were going to pay after carefully searching out the shelf price and making comparisons. Given the above, just exactly what are the benefits to the consumer? Produce will be electronically weighed and the correct price charged — if the checker keys in the correct code number. A visual display at the checkout will provide consumers with the details of items processed — if it is turned so it can be seen while the consumer is unloading the cart and then it is only useful if the consumer can read it quickly or have instant recall of the prices found back on the shelf. Fresher produce and fewer out-of-stock items due to improved inventory could result — but

that should be found in any well-run conventional store. A reduction in cashier errors — but it is easier to catch an error if prices are marked and more difficult to catch in a computerized operation. And, a one penny error on several items may be unnoticed by a customer but could mean many dollars unearned income for the retailer over a week. As a result of the many benefits to the retailer, customers should expect lower prices. However, they are not necessarily coming about. The supermarket industry has been asked questions repeatedly on this topic. The answer given most often is that a scanning operation helps hold the line on price increases. But I always thought stiff competition did that!

Disadvantages to the Consumer

What are consumers actually trading off when they shop in a conventional store and then in a computerized checkout operation? The first thing will be individually marked prices for shelf stickers and a faster checkout and a more detailed register receipt, neither of which surveys show are of prime importance. The most important thing the consumer will be losing is the ability to make a competent evaluation and decision on the best buy among fresh peas, canned peas and frozen peas. As well, does the item on the end of aisle display really give a savings over the regular shelf items? Do consumers have the time to check each shelf sticker? Is it there? Is the correct item behind the correct sticker in the correct size? — or — Will the consumer rush in and grab the old familiar brand? In so doing, it is "possible" that the store, knowing consumer habits, will increase the price of the old familiar brand a few cents a week knowing consumers are no longer shopping wisely, but hurriedly.

The advantages to the retailer outweigh the advantages to the consumer greatly, especially if prices are removed from individual products. In today's world, most people just don't trust "big business". There is seldom the same faith between us and the large impersonal sterile supermarket as there used to be when we shopped at the corner store where the owner/manager knew us by name. We knew he wouldn't delude us, but do we know about the supermarket management of today who are pushed to show an increased volume and profit by sometimes absentee owners?

As stated previously, the main concern of the Consumers' Association of Canada is loss of price awareness. Tests have shown that consumers forget product prices if they see them only once — when removing the item from the store shelf. With the present system of item pricing in conventional stores, one sees the shelf price as well as the price on the item in the cart — again at the checkout — again when the groceries are unpacked at home — and when the product is used. The price of a previously purchased item on the shelf at home, can be compared with that of the newly-purchased item as groceries are put away. This repetition reinforces the memory of the price and increases awareness of price differences, thereby making a more selective shopper. It has been documented that a reduction of price consciousness occurs when customers shop in stores with item pricing removed.⁶

How Does This New System, Without Prices Marked, Affect Home Economists?

Home economists are concerned with people from all walks of life daily and their work deals, in part, with education in budgeting and the general well-being of individuals and families. There will always be those among us who need assistance in money management. Home economists are trying to help these people by showing them how to shop wisely — how to get the best value to meet their needs and circumstances and to develop their consumer skills. Taking away a tool needed to shop wisely, and to compare — individual price marking — undermines all the benefits of these programmes.

Carol Tucker Foreman, former Executive Director of the Consumer Federation of America said in 1976, "The electronic check-out system also has the capacity to create big problems for consumers. It may create a threat to privacy. The computer can keep a record of check-cashing habits of people who pay for their groceries by check and then it can sell that information to a credit bureau or can sell it to a direct-mail advertising company."⁷ Patrick Collins of Ralph's Grocery Company — on soft savings — said "I must say that for both the retailer and the manufacturer, it (scanning and the information it provides) is the most important new development and the most important research tool ever de-

veloped in marketing research."⁸ At whose expense?

What is Happening — Action and Reaction Across Canada

Surveys to determine consumer acceptance of this system have been done in Vancouver, Edmonton and southern Ontario, by CAC and by the Ministry of Consumer and Commercial Relations of Ontario. With the exception of the Maritime provinces, all other provinces have stores scanning and all have removed prices. Ontario stores have voluntarily, temporarily put prices back after the results of the Minister's survey were made public. The results show from 70 to 90% of the shoppers want prices back on the products. In Alberta, the results were somewhat alarming in that 40% of the shoppers said the shelf price was not easy to read and 47% said that the shelf price was not always beside the right product and right size container. And 52% said shelf prices only made comparison of different brands of the same product more difficult. The consumers questioned liked the new system but found much difficulty with no prices marked. They found it impossible to check prices and to see them as the groceries were being scanned as the viewer was turned away from them and could only be seen when they were standing beside the checker. In all scanning provinces, CAC has gathered thousands of names on petitions and received thousands of letters, spoken to hundreds of interested groups and presented their provincial consumer ministers with lengthy briefs. To this date, *all to no avail*.

A study documented by the Consumer Federation of America showed these results: "Customers are changing. Scientists assert that for every action, there is an equal but opposite re-action. This maxim holds true in the grocery business as well. Of the shoppers surveyed 88% considered price consciousness important in shopping economically; 63% are cashing in more cents-off coupons; 42% are buying more of the cheaper cuts of meat; and 63% are making fewer meat purchases. 'Remember the price' appears to be a battle cry of inflation-ravaged shoppers."⁹ CAC believes that consumers will ultimately pay more for their groceries because the data taken from the computer will be used to determine the highest price which

customers will pay for every item in the supermarket. We know that consumers' price consciousness does decrease when item pricing is removed. We know that stores want to remove item pricing, and in some chains have already begun to remove prices in conventional stores and replace pricing with code numbers. Is it possible that a decrease in price consciousness and less resistance to price increases is the real reason for removing item prices?

The Minister of Consumer Affairs for Alberta has stated he will not legislate for a "preference" but only for a "need". His counterpart in Ontario has stated that ultimately, the consumer will dictate the ways of the marketplace. So it is up to us to show our *need* for item pricing. And it especially is important to home economists to understand the problems and then through education, show the way. Someone must take the lead in calling for legislation to make the marking of individual prices mandatory. Consumers must unite in a common stand if they want to keep control of their food dollar. Provincially, contact your local Consumers' Association office and write to your provincial Minister of Consumer Affairs. Individually marked prices and a computerized scanning system will prove to be a winning combination for all. ●

Footnotes

¹Policy Statement on Item Pricing, issued by the Public Policy Subcommittee on the Universal Product Code, March 23, 1976, U.S.A.

²As reported in the *Kitchener-Waterloo Record*, Tuesday, April 15, 1980, by Jim Romahn, staff writer.

³From an article titled "Public participation in making marketing policies: A Canadian experiment", by Mel S. Moyer, appearing in *The Business Quarterly*, Winter, 1979.

⁴Consumer Federation of America publication, March, 1976, titled "Universal product code: The price of prices".

⁵Canadian Consumer, October, 1975, Volume 5, Number 5, from an article by CAC's "Prices-On" Chairman Mary Pappert titled "Computerized grocery system coming!"

⁶Price Awareness Study — Summary of Results, study done by the Public Policy Subcommittee of the Grocery Industry's Ad Hoc Committee on Universal Product Code, March 23, 1976, USA.

⁷Consumer Strategy, March 1, 1976, from an article titled "What is Universal Product Coding?"

⁸Marketing News, November 18, 1977, Vol. XI No. 10, from an article on checkout scanning.

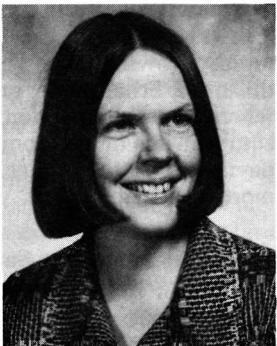
⁹From an "Update on computerization of supermarkets", November 1980 written by Mary Pappert.

Credit, Debt and the Canadian Family

Ruth E. Berry

The depressed nature of the Canadian economy is posing severe hardships on the average family. Concerns related to unemployment levels, high interest rates and a declining personal disposable income are manifesting themselves in an increase in consumer credit. This, in turn, appears to be the precursor of mortgage foreclosures, personal bankruptcies and less visible family problems exacerbated by financial difficulties and harassment by creditors. This paper will discuss some of the relevant factors affecting the Canadian family and its use of credit, and will look at challenges home economists involved in family finance will face through the decade of the eighties.

Ruth Eleanor Berry holds a master of Science from Pennsylvania State University and is completing her course work for a Ph.D. from Purdue University. She is Associate Professor and Vice-Chairman of the Department of Family Studies, Faculty of Human Ecology, University of Manitoba. Ruth is Membership Chairman for CHEA, President of the Manitoba Home Economics Association, on the Advisory Committee on Standards for Consumers and the Advertising Standards Council among her many other activities. Ruth has published many papers and contributed chapters to several books.



In the aggregate, consumers appear to be expressing optimism in the recovery of the Canadian economy. We still see healthy investment in residential construction and consumer durables, and increasing amounts of consumer credit outstanding. This figure exceeded 40 billion dollars as of June, 1980 (Bank of Canada, 1980) representing a per capita debt of some \$1600, exclusive of mortgage debt. Total consumer credit in 1979 was 3.7 times greater than in 1970, and this cannot be explained entirely by inflation. Expansion in the loan market for goods and services has been aggressively pursued by financial institutions, and most Canadians have many more durable goods now than they did a decade ago.

Personal bankruptcies and small debtor bankruptcies have also risen in this period. The number of personal bankruptcies increased from 4671 in 1973-1974 to 10,830 in 1977-1978, an increase of 130% in a five year period (Consumer and Corporate Affairs, Canada, 1978.) A Manitoba study (Hira, 1979) showed the majority of bankrupts to be under 30 years of age, and that this group was increasing more rapidly in the same five year period than any other. Mortgage foreclosures, another measure of financial difficulty, have also been escalating rapidly. In the city of Winnipeg, for example, there were 1085 Orders for Sale registered with the Land Titles Office in 1980 (Evans, 1980), a 57% increase over last year's figure of 614. In 1976, there were only 171 orders issued. The Order for Sale is a preliminary step preceding the sale of the residence by the mortgagor. Soaring interest rates and marriage breakdown are major factors in this Canada-wide phenomenon which is expected to increase in the next two years. Younger purchasers, who were attracted to the housing market by the government financial help provided by AHOP (Assisted Home Ownership Program) will be renewing their mortgages soon. The considerably higher interest rates now available may force many to abandon their homes.

On a more encouraging note, consumers' acquisition of financial assets exceeds greatly the rise in liabilities and their repayment on consumer debts as a percentage of personal disposable income is not a rising figure. Consumer debt per employed person in 1979 was only twice as great as it was a decade ago (Canadian Imperial Bank of Commerce, 1980); this may be because more families have two incomes, allowing the debt per employed person to rise more slowly than debt per household. Even though consumers in total are in a strong financial position, there are still many families who have assumed more debt than they can readily carry.

Attitudes Toward Credit

Attitudes toward credit are changing. It is commonly asserted that we held a Puritan ethic a few generations ago, and credit was regarded as something to be avoided and even a sign of poor judgement. We have now entered an era in which the dominant segment of the marketplace is a generation that came of age in the cultural and social milieu of the post-World War II period. This generation, now young adults, will continue to make its special impact as it proceeds through successive stages of the family life cycle.

This observation is particularly relevant for consumer credit. The young adults of today are far more willing than their parents to use credit and more demanding that the credit be conveniently available. To illustrate the differ-

ences in generations, a recent survey of retail credit card holders in New York showed that, whereas 2/5 of those aged 45 to 54 did not have a bank card, less than 1/5 of those aged 30 to 39 did not have a card (Dunkleberg, 1977.) The difference in acceptance is even more striking when one considers that incomes were probably significantly higher among the older consumers.

Use of Credit Cards

Although credit cards seem to have been with us forever, the industry is only 30 years old. On a February evening in 1950, a credit specialist named McNamara was working late in his New York office, had dinner in an unfamiliar restaurant, and found he had misplaced his wallet. Faced with an evening of washing dishes, he called his wife who arrived from Long Island two hours later with the money. The next day, over lunch with his lawyer, the idea for the Diner's Club was born. In the credit card industry, McNamara's dinner is irreverently referred to as The First Supper.

Credit cards now are valued more for their convenience function than their borrowing function. Blackwell, Hawes and Talarzyk (1975) studied 1000 households in the United States and concluded that American consumers regard credit cards with a positive, generally accepting attitude. The overwhelming majority of consumers regard them as worthwhile and having important characteristics of convenience and safety, while a substantial minority regard them as important for borrowing money. High interest rates and the possibility of the card being stolen are regarded by more people as serious problems than the behavioral possibility of buying more than necessary. Many card holders use cards primarily for non-credit services, with 25 to 35% never incurring a finance charge.

There is no indication that consumers seek a single, universal credit card. The New York survey (Dunkleberg, 1977) showed that 7/10 of the consumers sampled had five or more credit cards of various sorts; 1/4 had 10 or more. *Time* magazine reported in 1977 that one Walter Cavanagh had 805 cards in his own name, 50 enroute to him, and application forms for 300 more. If the credit limitations on all cards were added up, he could run up bills totalling \$9.3 million in a single month. One shudders to think what has happened in the last three years! This bizarre sounding behavior might, in practice, be very rational. Consumers often wish to rotate their credit purchases and payments on a number of accounts and perhaps delay payment on one account without jeopardizing their credit availability on others. Each credit application provides a line of credit and even an interest rate of 21 to 24% still may be a bargain for consumers looking for small amounts of money to be repaid quickly. If the value of one's time is considered, and the number of lenders to be contacted is large, the credit card loan may be very rational.

Whether overuse of credit causes marital strife, or vice versa, the combination often leads to a sequence well known to bill collectors and lawyers: debt defaults, followed by divorce, followed by bankruptcy. It rarely seems to work the other way around. If a debt-ridden couple can patch up the marital quarrel, they can usually work out a way to clear up bills and return to solvency. In other words, the family that pays together, stays together.

Socially the credit card is rapidly replacing the cheque-book as a weapon in marital wars. Credit has given each

spouse a method of concealing spending from the other until it is too late to do anything about it. A wife can run up huge charge account bills as a way of getting even with her husband, while he consoles himself and treats his friends to a three martini lunch, charged on his American Express card. Caplovitz's 1967 study, published in 1974 in the book *Consumers in Trouble*, showed the interrelationship between debt-induced health problems and marital strains. A total of 43% of married respondents reported that the debt trouble had some negative impact on their marriage and 9% were subsequently divorced or separated because of the debt problem. The debtor's marriage was much more likely to be affected when the debt problem undermined his job security. Of those who actually lost their jobs because of the debt problem, 63% experienced marital strain, and 58% of those who were worried that they might lose their jobs, did.

Debt problems are a major source of unhappiness, and the anxiety induced by the problem relates closely to physical health. Caplovitz's debtors reported psychosomatic symptoms such as tension, headaches, insomnia, upset stomach and loss of appetite, most of which were recent in origin. Using the mention of at least two symptoms as evidence of stress, 38 - 53% of debtors were in this category. Forty-nine per cent of the debtors felt that debt troubles had affected their health, and 48% of these had visited a doctor for their health problem. Debt problems contribute not only to unemployment and lowered work productivity, but also to poor health. It may not be too facetious to suggest that instalment contracts be required to carry the following warning: "Caution. Signing your name to this contract may be hazardous to your health."

Overextension of Credit

As our use of credit increases with changing attitudes, what are the prospects for dealing with the ever present overextension of credit that so seriously affects many in the population? In the eighties, predictions are that our credit system will continue its expansion. Bank card credit will encompass larger and larger items; already automobile downpayments and university tuition fees may be charged on bank cards. Credit unions are developing credit card capabilities to offer members the same access to credit as is provided by commercial banks. Consumers may turn to equity in their homes as another type of credit. As homeowners pay off their mortgages, and as inflation raises the value of their homes, many consumers accumulate a significant equity. Since they have smaller families and expect to live longer, the home assumes less importance in their anticipated estates. Indeed, they probably do not expect to have post-mortem feelings of guilt if they leave their homes fully mortgaged. These changes, coupled with greater willingness to use credit, has led consumers to seek credit arrangements based on the equity in their homes. The rapidly growing second mortgage market has, in part, filled this need. Still another arrangement is the reverse annuity, whereby an elderly homeowner may borrow against the equity in his or her home by receiving a regular monthly payment from the lender, who is secured by an increasing mortgage on the home.

Chequeless, Cashless Society

The EFTS (Electronic Funds Transfer System) is beginning to make inroads into our financial transactions. Already, Canadian cities have tellerless banks or banking

stations with television monitors and pneumatic tubes to serve customers, or cash dispensers which operate with credit cards. As we move further into the chequeless, cashless society, we are going to be faced with more and more abstraction. Money becomes an abstract concept when our pay cheque is directly deposited into an account, and when payments may be authorized by telephone, or a control on a television set, or a home computer. Many consumers are going to need help in learning how to budget, and keep records without the benefit of any tangible money.

Credit Counselling

To cope with these, and other financial difficulties encountered by families, credit counselling is an expanding social service in most Canadian provinces. Two studies illustrate this growth. The Hamilton Study (1965) carried out by the Canadian Welfare Council (now the Canadian Council on Social Development) surveyed 65 agencies and found that with the exception of the Credit Counselling Service of Toronto and the Debtors' Assistance Board in Alberta, there was no defined system of credit counselling services in Canada. Little was known regarding the nature and scope of need for credit counselling services in any of the large, urban centres, and there was a lack of trained staff. Each agency surveyed saw the problem from a different angle—the predominant opinion of the credit grantors was that over-indebtedness was not confined to low income groups but was closely related to domestic difficulties and poor financial management. The family service agencies were more inclined to see low income as the leading problem, whereas the credit union representatives felt that irresponsibility in credit granting was the major single cause of family financial difficulties.

Puckett's study 10 years later in 1975 located 25 credit counselling services in 12 major urban areas. Government programs were most common; several respondents indicated that the voluntary counselling services had closed in western Canada because of government entry into the field. There were no organizations offering debt counselling as a profit-making venture, as many of these had been prohibited by provincial legislation. Funding of the services was by government and United Way with only two services reporting direct support from the credit granting industry. All services reported an expanding need, waiting periods and few resources to meet these needs.

In a study of bankrupts whose bankruptcies had been administered by the Federal Trustee in the Edmonton area office, Wispinski and Fenniak (1975) made recommendations which included the integration into the present administration of referral programs designed to improve income, and that consideration be given to integrating counselling and rehabilitation into the present system. Debtors seldom avail themselves of referrals to counselling; the best approach to rehabilitation seems to be one of incorporation into the bankruptcy proceeding. Hopefully, the proposed changes in Canada's bankruptcy legislation will remedy this.

Challenge for Home Economists

In conclusion, the old rules about how much debt we can afford need to be re-evaluated. Looking ahead and seeing rising energy costs, continuing inflation and for some an uncertain employment outlook, we may realize that the amount of income being committed to future debts

may need reducing. The home economist can provide this future orientation, and is best able to help families cope with both the short and long term picture.

The major challenge for home economics lies in the area of education, not regulation. Disclosure legislation, harsh collection practices and the like have been controlled by Consumer Protection Acts in most Canadian provinces. Only if all consumers are well educated in the fundamentals of credit use will they be able to use the system to their advantage and avoid the costs of overextension or the unsavoury lender.

Research has shown that Canadians lack knowledge and skills in financial management and the ability to cope with economic change. As those with the best training in family economics and home management, home economists with their great empathy for people can make a difference in the economic competency of the individual and the family. Home economics educators have a tremendous task ahead of them: to help increase the economic literacy of the Canadian population. •

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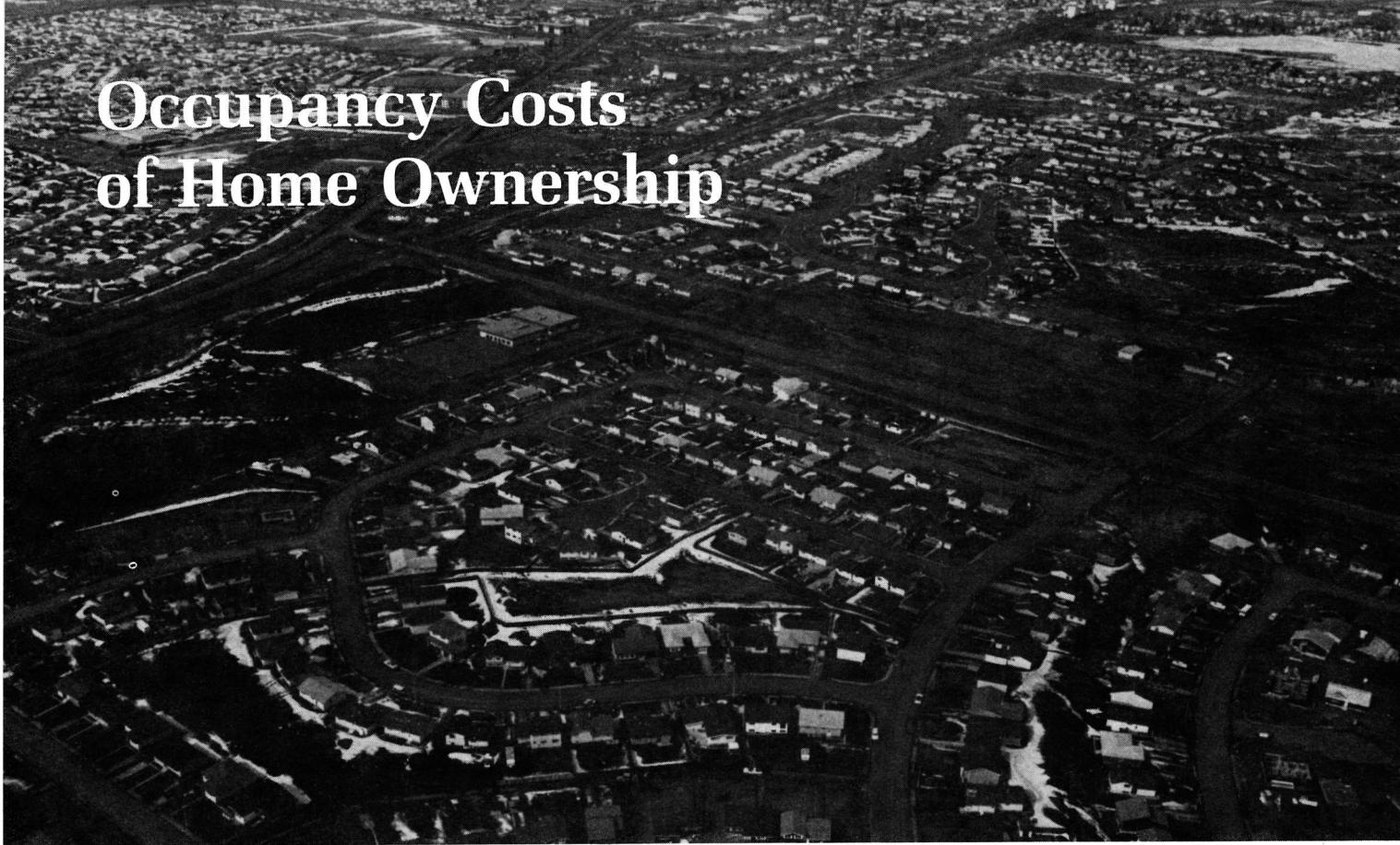
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Occupancy Costs of Home Ownership



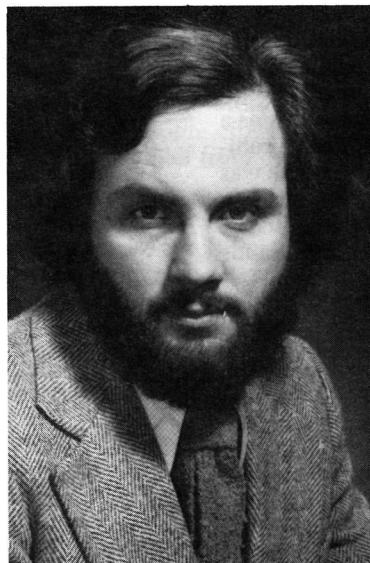
Courtesy of the Edmonton Journal

Traditionally when consumers purchase housing, lending institutions review the financial position of the potential mortgagor with respect to household income and debt load before approving a loan. The reference point usually being that the monthly principal, interest and taxes (P.I.T.) for the purchase should not exceed 30% of gross household income. There are some variations on this reference point, however. The purchase of a house usually involves the commitment to a significant number of other occupancy costs and some of these have tended to rise dramatically in the last few years. Projections are that they will continue to rise in the near future. Consequently, many consumers have, and it is conjectured will, find themselves in a difficult financial situation which may result in either foreclosure or the consumer being "mortgage poor".¹

The object of this article is to attempt to develop a simple reference system which considers occupancy costs beyond the P.I.T. calculation.

In order to illustrate this, we will use a hypothetical single family detached unit within the Toronto region. Although some of the amounts are

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only *guesstimates*, the quantitative data is based on presently available data, projections from recent information, and preliminary empirical work by the author.

Table 1 indicates what must be taken into consideration if the consumer is to make a comprehensive assessment of the financial consequences of this most important product purchase.² What must also be kept in mind are the past rates of increase and the possible future projections of each cost. Each of these occupancy costs will vary from house to house and from region to region and although it would be an interesting exercise to review inter-region or inter-city comparisons such analysis is beyond the scope of this article. If one is considering moving one should attempt, however, to obtain the pertinent information for each occupancy cost for the new location.

he undertook consulting work for the Ministry of State for Urban Affairs, Research Branch, in the area of research administration and information management and with ARA Consultants for the Canada Council of Resource and Environment Ministers.

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Table 1
Occupancy Costs Reference for a \$70,000 House

P & I (14½%, 25 yr. amort.)	T	I	T	E	M	S	
	Taxes	Insurance	Transportation	Energy	Maintenance and Improvements	Service	TOTAL
762.26	100.00	12.00	176.00	82.16	58.33	21.00	1,211.75

Principal and Interest (P.I.)

The first occupancy cost and certainly the largest for a new home purchaser is the cost of borrowing the money. Using a purchase price of \$70,000 (which is a reasonable price for a single family home in the Toronto region) that has a lending value³ of \$68,000, the first task is to determine the monthly principal and interest payments. In our example, we will assume an interest rate of 14½% amortized⁴ over 25 years where the purchaser will get a high ratio mortgage under the NHA which under the formula allows one to borrow \$63,000.⁵ The down payment then is \$7,000.⁶

By using a "monthly payments for mortgage table" we can determine the P.I. payment necessary each month since we know now the amount of money to be borrowed, the period of time we will take to pay it back (amortization period) and the rate at which the lender (mortgagee) will lend our consumer the money at 14½%. For the above \$63,000 mortgage, payments would be \$762.26 per month. If the purchaser is to spend 30% of the gross income for principal, interest and taxes (see taxes) then gross household income must be about \$34,480.

Taxes

Property taxes are a municipal levy for the provision of services in and around the home. These various services include: general government, protection, public works, sanitation, health and welfare, recreation and community services and community planning. Table 2 gives a breakdown of the percent of total expenditures for metropolitan Toronto and area municipalities for these various services in 1976.

The property tax on a house will vary somewhat from year to year and

will depend on the assessed value of the real property and the funds needed by the local government. Much discussion has occurred around the issue of assessment, some arguing for a system of "market value assessment" which they feel would ameliorate some of the inequities of the existing regressive property tax system. The consumer should become informed about what is occurring in the municipality and/or the province since the introduction of a different assessment system could dramatically affect the amount of taxes to be paid annually.

Taxes on the hypothetical single family house considered here will be estimated at about 3½-4% of the gross household income of the owners.⁷ If the new owners are spending about 30% of this gross household income for P.I.T. (a generally accepted percent), then gross household income will be approximately \$34,480 and property taxes will be in the vicinity of \$1,200 or about \$100 per month.

Insurance

In this area, there are three different types of insurance but only one that relates directly to the occupancy cost of home ownership.

First, "mortgage insurance" is a type of insurance the lender uses to cover their risk of losing money if the borrower defaults. In the case of an in-

sured mortgage, the purchaser pays a fee of about 1% of the total loan to insure the mortgage and it may be paid in a lump sum upon purchase or added to the total loan amount. Although it may appear this has no direct benefit for the consumer it is the vehicle by which the low downpayment (high ratio mortgages) has been achieved.

Secondly, there is a type of insurance called "mortgage life insurance". Basically, this is a type of life insurance which would provide the money to discharge the mortgage in the event of the death of the policy holder. This is a decreasing term life insurance, decreasing as the outstanding debt on the property is reduced.

Thirdly, and the form of insurance directly related to occupancy cost, is house insurance. Usually this type of insurance is taken out as a homeowner package which includes damage to the house itself and coverage of contents and liability.

Although premiums have increased substantially (see Table 3) and considering that this occupancy cost is not one of the larger ones, it must be given very careful attention. Failure not to have adequate coverage could result in a substantial loss to the consumer. For example, one should have coverage that will enable one to rebuild the house, keeping in mind the increasing cost of construction. Failure to do so, or even if the loss is only partial, will allow the insurer to exercise the optional loss settlement clause which applies to almost every standard homeowner's policy in Canada. Essentially, it means that if one has less insurance than would be necessary to cover 80% of the loss of the house and there was a fire that only caused partial damage, your policy would not completely cover the partial repair costs. The following example from the *Canadian Consumer* (Delaney, 1979, p. 46) illustrates the point: Say you measure the square footage of your house

Table 2
Expenditures By Class
Metropolitan Toronto and Area Municipalities
1976

Year	General Gov't	Protection	Public Works	Sanitation	Health & Welfare	Recreation and Community Services	Community Planning	Sub-total
1976	81,699 (9.8)	221,965 (26.7)	133,494 (16.0)	96,008 (11.5)	163,924 (19.7)	122,131 (14.7)	13,068 (1.6)	832,289 (100.0)

Source: The Local Property Tax in Metropolitan Toronto, Social Planning Council of Metropolitan Toronto, 1979, p 79.

tonight and calculate the replacement cost at \$48,000. You look at your homeowner's policy and find you carry only \$25,000 coverage. Tomorrow morning there is a flash fire in your kitchen, causing \$10,000 damage. Will the insurance company pay you the \$10,000 to cover the cost of repairs? No! Because you have allowed yourself, perhaps inadvertently, to be underinsured and, under the terms of the contract, the company will calculate the loss settlement according to the following formula:

Amount of insurance × loss =	insurance
80% of value	company's obligation
Amount of insurance you carried:	\$25,000.00
Minimum amount of insurance you should have carried under the co-insurance clause (80% of \$48,000 = \$38,400):	\$38,400.00
Amount of the loss:	\$10,000.00
\$25,000 × 10,000 =	\$ 6,510.42
\$38,400	
Amount paid by insurance company:	\$ 6,510.42
Amount of co-insurance you pay yourself:	\$ 3,489.58

Table 3

Consumer Price Indexes
Selected Housing Components
and All Items, Canada
1971 - 1979 (1971 = 100)

Period	Homeowners Insurance Premium
1971	100.0
1973	154.7
1974	175.8
1975	212.5
1976	266.1
1977	305.6
1978	329.1
1979	344.6

Source: "Consumer Price Indexes", Statistics Canada, Cat. No. 62-010.

In most cases, the purchaser of a new house must take out house insurance before the lender will advance the money and the policy must be made out in favor of the lender. There has been some objections raised relating to this matter since in many cases the mortgagee requires that the amount of insurance be equal to the loan amount. In the case of our example, this would be for \$63,000. The objection raised by some mortgagors is that the amount of money necessary to completely rebuild the house may be significantly less than the insurance required by the mortgagee since the land component of the property will still be intact after a fire. For example, if the case of our hypothetical \$70,000 property the

building value itself may only represent \$40,000. Why then should the mortgagor be required to carry a \$63,000 coverage? In this case, is mortgagor overinsured?

Insurance is an important and complex part of home ownership and should receive the careful attention of the consumer. The cost of insurance will vary based on many factors such as location, type of shelter, local fire protection facilities, but for our example house, and after some preliminary contacts with the industry, a monthly premium of \$12.00 seems to be a suitable amount to provide adequate coverage.

Transportation

Although transportation is not usually considered as an occupancy cost, a good argument can be made that this lack of consideration has resulted in consumers, in some instances, finding themselves in situations which are dollar wasteful and/or extremely time consuming. The private automobile along with the need for space to build our suburban single family dwellings has resulted in increasing the distance between many homes and the work place, particularly around the larger urban centres. Consequently, it is necessary to briefly discuss the decision of home purchase in the context of the present transportation reality. It must also be kept in mind that as well as the "journey to work" other transportation needs must be considered in assessing the locational factor of your home purchase. Transportation to schools, church, shopping and recreation amongst others have to be taken into account.

In reviewing our example of the "journey to work", let us place our hypothetical house 20 miles from the place of work (a modest distance in the metro Toronto area). This would mean that our consumer drives 40 miles a day or approximately 800 miles each month. Considering one works 20 days a month and at the present conservative rate of 22¢ per mile, the cost of going to work each month is $.22 \times 800 = \$176.00$. In a year, this amounts to over \$2,000. In rough figures, this means that for every 10 miles one lives from one's place of work, the cost of going to work increases \$1,000.00

In addition, the time factor also becomes very important. In the case of our consumer who lives 20 miles from

the place of employment and if we allow an average travelling speed of 45 mph, this means this consumer spends almost 18 hours each month travelling to and from work. If one calculates this out for a year in terms of eight hour days, 26.6 days a year are spent on the road travelling to work.

Table 4

Price of Regular Gasoline in Selected Countries, August 1979

Country	Price (dollars/gallon)
Brazil	1.84
Bulgaria	4.25
Czechoslovakia	2.65
East Germany	3.38
France	2.90
Greece	3.24
India	2.50
Italy	2.23
Japan	2.49
South Africa	2.44
Turkey	3.05
USSR	1.20
United States	.92
West Germany	1.95
Yugoslavia	2.70

Source: Brown, L. R., Flavin, C., *The future of the automobile in an oil short world*. Worldwatch Paper 32, September 1979.

Although this is a somewhat simplistic time and dollar analysis, it does represent a considerable cost which is a consequence of where one decides to purchase a home. At the same time, it must be remembered that there are other less quantifiable socio-psychological factors involved in the private automobile commuter process and, of course, additional environmental and economic aspects for society as a whole.

There have been extensive quantitative analyses undertaken in both Canada and the United States concerning the private automobile and its use as a means to travel to work. However, little discussion of what some call the "externalities" has been undertaken. Consideration such as the massive hidden subsidies given to the private motorist undermine many of the public transit systems we have attempted to develop. The quality of air, noise pollution, the disruption of inner-city neighbourhoods, traffic deaths and injuries, road maintenance and policing — all somehow escape as "externalities" in much of the traditional analyses. In addition, some have rather naively viewed the automobile as some kind of evil demon which is threatening to destroy urban civilization. Rather, the private automobile is the phenomena which has created the

urban-suburban civilizations which have spread like acne during the last 50 years. Our present urban-suburban pattern is a product of the automobile but the automobile is only one component of our larger process of wasteful, low density, energy-consuming suburban tract housing. This almost fantasy way of life has been created and sustained by cheap oil.

We will need to redesign our living spaces as the "age of petroleum" wanes, rebuild our city cores and cease to escape to the suburbs that our cheap petroleum has facilitated (lubricated). Is it this new awareness that is fueling the movement back to the core?

Energy

In Canada, somewhere between 20 and 25% of our energy is used in the home. In order of consumption, this can be broken down into space heating, hot water and appliances. Although the amount of energy consumed per unit depends on a number of variables such as insulation, type of house, location, family size and lifestyle, for our purpose we will use the average oil heated house in Ontario for 1980 (see Table 5). This \$736.00 is for space heating which averages out monthly over the year to \$61.33.

Table 5

Present & Projected Increase in Average Cost of Home Heating in Ontario

Year	Fuel	
	Oil	Gas
1980	\$ 736	\$581
1984	\$1,344	\$917

Source: National Energy Program, Department of Energy Mines and Resources, 1980.

The second biggest energy consumer in the house is hot water. This energy cost is extremely variable depending on energy source, gas, oil or electricity, type of appliances in household (e.g., dishwasher, washer) and family size. However, the average family consumes about 40 gallons of hot water per day or about 15,000 gallons per year (Ontario Ministry, 1978, p. 12) and at 3.5¢ kilowatt/hour the cost is about \$150.00 per year or \$12.50 per month (Energy Mines, 1979, pp. 87-88).

The cost of operating appliances is one of the most difficult to assess. The number, type, efficiency and extent of use contribute to make a determination of the cost of operating appliances somewhat spurious. For the purpose

of this paper, a yearly cost of \$100.00 per annum or \$8.33 per month will be used.⁸

The occupancy cost for energy per month for our hypothetical house then is \$82.16. This particular occupancy cost has risen dramatically over the last five years and will probably continue to rise out of proportion to income in the near future. There was a deceleration in the price movement for domestic gas and electricity in 1979, down to 8.9% from 9.5% in 1978, but the consumer must budget for continuing increases in the future. It has also been a trend that because of the price differential between heating with oil and gas, many homeowners are changing over to gas or specifying it in new house construction.

Maintenance and Improvements

A number of home builders have recently been marketing their product as "maintenance free housing". Although as of yet there is no such thing as a completely maintenance free house, there are materials which can be employed in house construction that will reduce the maintenance required by the consumer. Items such as aluminum window frames, vinyl siding, and plastic eavestroughs, would all fit into this category.

Generally speaking, however, maintenance costs are those incurred to keep the standard of services offered by the house adequate from the perspective of the owner. They will vary greatly according to the wants of the consumer and his or her financial ability to satisfy those wants. They can range from repairing a leaking roof, the addition of a room because of crowding, to purely aesthetic aspects such as redecorating, landscaping, garden maintenance. This activity can be carried out by either paid labor or as an investment by the homeowner in the tools (snowblower, lawn mower, rakes, shovels, etc.) and the contribution of his or her time to accomplish certain tasks. In some cases where the homeowner has neither the financial resources nor the ability or time to participate in maintenance activity, the result is the lowering of services provided by the house and/or the deterioration of the product. In essence, maintenance costs are highly variable and not always predictable. In the case of new houses, there is some protection⁹ through the HUDAC warranty plan but this does not apply to

the majority of the housing stock nor to routine maintenance activity. Table 6 indicates that these costs have more than doubled in the last ten years.

Table 6

Consumer Price Indexes
Selected Housing Components
and All Items, Canada
1971 - 1979 (1971 = 100)

Period	Owner Repairs
1971	100.0
1973	118.2
1974	136.6
1975	146.4
1976	163.6
1977	178.8
1978	193.2
1979	214.8

Source: "Consumer Price Indexes", Statistics Canada, Cat. No. 62-010.

A figure frequently employed for maintenance is between 1 and 2% of the value of the house. In the case of our hypothetical house, we will use the more conservative amount which results in a maintenance cost of 1% of \$70,000 = \$700 or \$58.33 per month.

Services

Again like maintenance, the service occupancy cost is extremely variable. We will consider them here as links from the house to the outside world which are not inclusive of energy or the utilities covered under the property tax levy. For our hypothetical house, we will include water, sewage and base telephone and cable T.V. charges. Extras may be purchased in these latter two services but they are optional. Although water and sewage (which is calculated based on water consumption) can vary considerably depending on household size, lifestyle, whether the homeowner has a pool or frequently waters the lawn, and so forth, a conservative estimate for our purposes here will be \$7.00 per month. Similarly, telephone and cable charges may vary but exclusive of installation we will employ a monthly service charge of \$8.00 and \$6.00 respectively. Our total monthly service occupancy cost will then be \$21.00.

Summary

The total monthly occupancy cost for our hypothetical house is \$1,211.75 (see Table 1). It is important to restate that several of these costs are just *guesstimates* but it is equally important to remember that they are not unreasonable amounts by any standards. Although some of the reference costs are very much out of the control of the consumer, transportation, energy and

maintenance and improvements can be modified to some degree. Under transportation, the consumer can look into things like car pools, public transport and improving car efficiency. Under energy, activities such as improving thermal efficiency of the house, lower operating temperatures and using appliances wisely will contribute to reducing this cost. And finally, under maintenance and improvements, preventative measures (get the problem when it is small) and using one's own labor can result in substantial savings.

With reference to the largest occupancy cost, principal and interest, there is little one can do on a day to day basis. However, there are a number of possible actions the consumer can take after careful study and consultation with knowledgeable practitioners in the financial field.

If your mortgage is coming to the end of the term you originally arranged, you can shop around for a better rate. Many consumers will drive half way across town to get 20¢ off the price of chicken yet never employ the same comparative vigor when the mortgage has to be renewed. Remember on a mortgage of \$63,000 amortized for 25 years a drop from 14½% to 13½% saves you \$45.29 a month. If you cannot get a better rate, increasing the amortization period on the same amount from 25 to 30 years reduces your monthly payment by \$12.00. Also, if you have other investments that are returning you less than the mortgage rate it may be wise to cash them in and pay down your mortgage. Using the \$63,000 example previously mentioned, at 14½% at 25 year amortization; if you can reduce it by \$5,000.00, your monthly payment drops by \$60.50. There are a number of other alternatives available to the consumer but it is of primary importance to learn as much as you can about the possible options and about the reliability of those with whom you are dealing. •

Footnotes

¹ In 1974, 13.2% of homeowners in Toronto were paying more than 30% of gross income for housing expenditures, CMHC, *Survey of housing units*, 1974.

² Principal, Interest, Taxes, Insurance, Transportation, Energy, Maintenance and Services (PITITEMS)

³ Lending value: is determined by mortgagee. It is not necessarily the same as what the purchaser is willing to pay for the house.

⁴ The repayment schedule has been worked out so that all the principal and interest will be repaid in 25 years.

⁵ NHA Formula for mortgages:

95% first \$60,000
75% next \$20,000
50% of the remainder up to lending value
Therefore: 95% of \$60,000 = \$57,000
75% of \$ 8,000 = \$ 6,000
loan amount = \$63,000

⁶ Downpayment =
purchase price of home — loan amount
\$70,000 — \$63,000 = \$ 7,000

⁷ CMHC, *Survey of housing unit*, 1974, indicates that this is reasonable amount.

⁸ This is based on several casual empiricums by the author and some preliminary work on individual appliance energy consumption and use.

⁹ From major repair problems or any defects in materials or workmanship in the early years of ownership.

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The Safety of Food Additives*

Are Food Additives Safe? In Canada food additives can only be added to designated foods at designated maximum amounts and for designated purposes.

A manufacturer, for example, has to provide the Health Protection Branch of Health and Welfare Canada with extensive information if the company wants to use a new food additive or an existing food additive in a new way. The information must tell what the additive does; how it is made; what its chemical and physical properties are; how much should be used; how to analyze for it; the data which establish that it produces the desired physical or other technical effects; and the results of tests carried out to establish the additive's safety under the conditions of use recommended.

It is obvious that people are concerned about what is added to food and about the overall safety of the food supply. They are beginning to long for the past when their ancestors grew their own food, which gave them control over it. However, under our present food production system, we can expect to live longer and healthier lives than was the case 40 years ago. During the past 40 years our dietary habits have changed considerably and the quality of our food has increased. We can now obtain a tremendous vari-

ety of food throughout the year from many parts of the world. One of the prices we must pay, however, for this quality and variety is the use of preservatives. The change in our lifestyle has also resulted in the demand for convenience foods, many of which contain chemical additives.

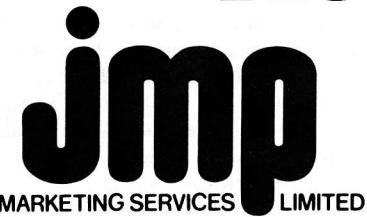
A large proportion of the public does not understand the real limitations of the science base on which decisions are made on the safety of food chemicals. For example, long-term animal tests take three generations of animals or an animal's whole life, and the predictability of these tests when transferred to human beings remains problematical. Animal studies serve only as a qualitative surrogate for human testing and cannot provide reliable information on how much of a chemical will be hazardous to human beings.

A chemical that causes cancer in animals has the capacity to cause cancer in people, but it is not known at what level that chemical will become a carcinogen to human beings. The rationale of high level testing, although not understood by the public, is clear and obvious. It is a well established test used in every reputable laboratory in the world, but it is the size of the dose that is crucial. Since the public does not think in these terms, people believe that safety is absolute rather than relative. They want a zero risk food supply, which is not achievable. Safety is always a relative term.

One of the reasons people are turning to the so-called natural foods is

(Continued on page 110)

* A summary, of a talk given to the Alberta Section of the Canadian Institute of Food Science Technology by Dr. A.B. Morrison, assistant deputy minister of the Health Protection Branch of Health and Welfare Canada. Summarized by David Schroder, Alberta Agriculture.



A unique
product management concept
whose time has come.

In Brief

Starting a small business can be an exciting yet worrisome experience. Particularly so in a profession such as home economics — where small businesses are few and far between. While many home economists free lance, running a complete marketing service can be very different. This article deals with just a few of the factors to be considered by a home economist wishing to start an independent business. Needless to say, I would be more than happy to talk in more detail with any readers who are interested in pursuing such a course.

En résumé

Se lancer dans une petite entreprise peut être une expérience exaltante quoique pas dépourvue de tracas. C'est le cas, en particulier, d'une profession telle que l'économie familiale — où les petites entreprises sont rares. Bien que de nombreux économistes montent leur propre affaire à titre indépendant, la direction d'un service de marketing complet n'est pas la même chose. Cet article ne traite que quelques-uns des facteurs que les économistes désireux de se lancer dans une entreprise indépendante devraient considérer. Inutile de vous dire que je me ferai un plaisir d'en discuter plus en détail avec tous les lecteurs qui seraient intéressés à suivre un tel cours.

Jan Peskett was born in Plymouth, England. She majored in administrative dietetics at the University of British Columbia, graduating with a B.H.E. in 1965 and completing her dietetic internship (R.P.Dt.) the next year.

In 1966, she was asked to join Nabob Foods Limited and set up a Consumer Relations Department. During her 13 years as Manager.

Jan's duties included representing Nabob to associations and consumer groups through personal and media appearances and liaising with company lawyers, sales people and brokers. Jan is a charter member of the B.C. Home Economics Association, a joint author of *Cooking The Metric Way*, a member of the Canadian Home Economics Association, and President of JMP Marketing Services Limited, 101 - 1126 Douglas Road, Burnaby, B.C. V5C 4Z6. 604-294-3424.

“How Wonderful To Own Your Own Business!”

Jan Peskett

“I have always wanted to have my own business.” How many times have all of us expressed this worthy, ambitious and wishful thought! I know I have — many times. Fortunately, I worked for a generous, understanding and demanding company. Without Nabob Foods, my wishful thinking would have remained just that — wishful. The situations in which they placed me, the training they gave me and the discipline they imposed have all proved invaluable during the past year and one-half. Naturally I did not appreciate all I was given at the time; not only do I appreciate it now but I long for more, more, more! It would be so nice to go back to the wonderful security of a large company. But would it?

Those of you who work for yourself will, I'm sure, agree with me that the answer to that question is an overwhelming NO!

At The Beginning . . .

Even in my fourth year as a dietetics major at UBC my brain did not have to absorb and deal with as much incoming material as in the past year and one-half. Practically everything has been new and at least half of the events were not anticipated when I made the momentous decision, in the fall of 1978, to leave Nabob Foods.

That decision, in itself, was a large step to maturity. I had worked at Nabob for nearly 13 years and was regarded as a *fixture*. I had survived six different bosses in as many months during 1978 and had built my *empire* to 10 employees, with an annual budget responsibility of six figures. It was

safe, secure, fairly happy, lucrative and ever so slightly dull.

In 1978, we acquired a new president who was astute enough to take advantage of my barely hidden empire-building needs. Together we began a long (four month) series of meetings and negotiations which would eventually lead to me and my right-hand, Louise Gough, leaving Nabob and setting up JMP Marketing Services Limited. Naturally we thought long and hard about the whole thing; naturally we did not think of everything! To begin with, we were taking on a contract to handle all Nabob's consumer relations business since they would close the department when we left. How long a contract would we get? What would it cost to provide the same services outside? Calculations which consumed every waking hour of those four months began to be complicated by such mysteries as *office overhead, depreciation, deductibles and margins*. Being very familiar with costs **within** the company I had, each year, prepared and negotiated a suitable budget and then proceeded to stay safely within it. Things on the **outside** did not look so simple.

Louise and I started out to locate an office — another educational experience! Thanks to a friend in the real estate business, we were taken through numerous office buildings and told cheerfully that putting in a test kitchen would be "no problem". No problem at all until we met the multitudinous inspection staffs at city hall. We finally located the *perfect* building — the decision was reached in true scientific fashion as we pulled up outside.

"That's it", said Louise. "We'll take it", I said. Two more months passed as we negotiated a three year lease and fought city hall. (We suffered through at least five different inspections by health, fire, electrical and plumbing departments.) Rather than recount the details of those two months, suffice it to say that we now **do** know the difference between gross and triple net leases; we **are** aware of industrial kitchen wiring requirements and we **are** the nervous owners of a touchy burglar alarm system. Since the office and kitchen construction came in 40% over budget I am now also an expert in sub-contracting!

Devils for Punishment

Time passed and gradually we learned. Then came an attack of what can only be described as sheer insanity. Having survived the start-up of JMP, we convinced ourselves that we really *needed* a second company. Despite small business first year failure statistics, we incorporated yet a second company, Spotlight Shows Limited, in September, 1979. It **was** true that several of our JMP assignments did require easy access to consumers but Spotlight has now gone beyond necessity. It has become a showpiece and a delicious confection with which we can also attract clients for JMP.

Needless to say, we again suffered through locating a building, negotiating a lease, dealing with construction problems, hiring staff and last but not least, enduring municipal opposition and inspection. We chose another municipality in order to avoid repeat problems but the word about our *different* requirements must have spread!

Spotlight has not made us any money, as yet, but it has provided a wealth of contracts and an unbelievable number of interesting experiences — both good and bad.

Business At Last

There is a freedom and challenge to owning your own business that is irreplaceable. At the same time the hours are incredibly long, the responsibility for staff unbelievably heavy and the self-doubts increasingly present — "What if we don't make it?" "How can I tell them?" "Maybe I shouldn't have done it."

The worry in starting a business can be described as acute and immediate. The worry in running a business is

more chronic. It invades every waking hour and every thought.



The 90 minute commercial

Problem Solving in a Small Business

When you start your own business you are immediately asked by various people to make a number of **LARGE** decisions — Do you form a limited company? What does a limited company really entail? Who will be the officers? Where will you locate? Do you offer a product really needed by your market? For that matter, what *is* your market? Where do you have to register as a business? Is there a yearly business tax? What is it? Can you locate where you want to? (If you need a test kitchen as we did, you can't locate in most places.) Do you have to register with the Workers' Compensation Board? Since you obviously want to offer your employees a benefit program, how and where do you do it? You are told you will submit a cheque to the Receiver General once a month but how and what? You are told that in order to submit this cheque you need a federal taxation number but where do you get it? (For that matter, when and where do you use it when you get it?) Since you are renting an office location, how do you negotiate a lease? What is a *gross* vs. *triple net* lease? The questions seem endless.

To start with, you have to have some training and experience in accounting. I decided at the beginning that, in order to keep a close eye on what we were *really* making and losing, I would take on the books — for at least the first year or two. I still feel that way, although my *expertise* is based on one commerce course in my third year at university! Surprising how many things come back to you when you need them — and how many don't! Despite that year of training, it still is

an effort to remember that an asset account is decreased by a credit entry and increased by a debit.

There is nothing more depressing than to "close the books" at the end of the month and find that the trial balance is "out", the bank reconciliation is "out" and the accounts receivable account has a debit balance. Of course, a couple of hours work can correct this deplorable state of affairs but you then worry about all the "couple of hours" you spend correcting the books — think of the money you could have brought in by really *working* those two hours. On the whole, however, I still feel that it is worth it to do it yourself — even if it means you do it between seven and eight each morning and five and six each night. You develop a closer relationship with your tax accountant and you feel more involved. You also acquire a healthy respect for how much everything costs!

One of the biggest problems in running your own business is *personnel relations*. You learn very rapidly that you either have them or you don't. Like me, you probably received some training in this area at university. You learned that when you say such and such, the grateful (or ungrateful) employee will respond with so and so. Forget it. They may do so in the university course and they *may* do so when you are a department manager in a large company but they *don't* in a small business. They are closer to the action and you need them in order to realize your objectives — two facts that you must learn to recognize and use to your advantage. Most of them have been used to working in a large company with marvellous benefits, cafeterias, regular working hours and *remote* relationships with their fellows and managers. This remoteness does not exist in a small company. We have two full-time assistants and five part-time employees with one or two other consultants. This staffing level does not permit you to use the same personnel policies you may have learned as a manager in a large company — another learning experience!

When you start a business the instinctive reaction is to say "yes" to all requests for work. Don't do it. When I left Nabob, I received a very good piece of advice from their presidents, "Watch your cash flow and, above all, watch how many times you say 'yes'". That sounded pretty easy so I stored it

away in my mental *useful but not urgent* file. In fact, saying "no" and planning the direction in which our efforts will take us is proving to be a constant worry. When you are as new at this as we are, you are terrified to turn down work because then you will *go under* for sure. Of course, the advice was correct and we are improving in this area — I hope.

Another constant worry is overhead. When you are a free lancer and work out of your home, things are very different. I spend hours trying to reduce the costs of such items as equipment rental and repair, benefit programs, hydro, garbage pick-up, janitorial services, kitchen paper supplies, stationery costs, public relations and advertising costs. I try to pay bills in both companies every Friday — at day 29 on each! It is still a shock to see the bank balance slip by as much as \$10,000 in one hour.

Learning to spend money to get money is difficult. We find we still hesitate and dither about advertising costs, xeroxing vs. printing costs, and quoting costs. Can we afford to buy it? Can we afford *not* to buy it? Fortunately I had some training in zero-based budgeting at Nabob and that encourages me to spend more time on the second of those questions rather than on the first. Cautiousness, however, is still one of our biggest stumbling blocks!

Another problem, believe it or not, comes into play as we become *more* successful in selling ourselves. We do not make widgets: that is, we do not pay out \$5 for materials, \$2 for labor, sell at \$10 and make a margin of \$3. We sell a service — ourselves. This means

that the more work we sell, the less time we have to sell — because we are too busy doing the actual work. In fact, it's a vicious circle. As a result, we try to maintain a certain level of "non-home economist jobs" — jobs that, once planned by us, can be executed by staff members while we dash out to sell more! Selling a service does have one good side, though, and that is that you are not inventory poor. We have no vast amounts of money invested in inventory goods so our cash flow situation is easier.

If you are shy or bashful, forget starting your own business. Louise and I still suffer great agonies before and after every sales call (during it we are too wound up to notice!). Louise has a family and I am quite an anti-social type by nature. Despite this, we have forced ourselves to join organizations, go to meetings, and invite clients to lunch or dinner. We have steered ourselves to contact complete strangers and invite ourselves to their office for just "one hour of your time." In short, we are learning to *hustle* business. For me, personally, this is the hardest thing imaginable. After years of being that courted beloved being called "the client", it is pretty lonely out in the cruel world. No opportunity or imagined opportunity should be allowed to pass by — even rumors in the trade must be followed up strongly and immediately. How much more peaceful it all was when I was a client!

Connected with the search for business is the problem of client politics. The solution for this really comes from intuition, more than anything else. Either you can instinctively find a client's "hot button" or you can't. With some clients the relationship is

immediately easy and mutually advantageous. With others, it is uphill all the way. I suppose as long as they pay their bill you should suffer through it but there *are* limits! We had a client recently who took five months to pay an invoice of about \$1,000. It became a matter of honor — I was going to get that money or die in the attempt! I got it but the limit had been reached with that client — we will **not** work with that company again.

Financial Rewards

One final noteworthy subject: Do you get enough out of it to make all this misery worthwhile? Yes and no. You lose badly in terms of leisure time, peace of mind, sleep and casual expense accounts. You gain greatly in terms of tax benefits, personal cash flow, independence and excitement. You also learn a lot about your financial life. We thought what you took home was "salary" and when we learned about "draws" and no tax payments through the year we were puzzled but thrilled. Then panic set in regarding "the end of the year" — until we learned about dividends! As I say — every day is an education.

Are We Going To Make It?

Who knows? I still feel it is up in the air. JMP is one and one-half years old and Spotlight just over one year old. We are definitely not over the hump yet, even though we have passed the one year mark alluded to in small business failure statistics. We may decide in a year or two that Vancouver is not a big enough market for a business like ours. If we do shut down, however, it will not be for the lack of trying! ●

CHEA A PART OF THE CONSTITUTIONAL DEBATE

The Canadian Home Economics Association has presented a brief to the Special Joint Committee on the Constitution, as part of its role in influencing public policy on behalf of the profession of home economics in Canada.

In a letter accompanying the brief, CHEA President, May Maskow, summarized the position of the association, as follows:

The Canadian Home Economics Association takes this opportunity to urge all members of the

For more information and/or a copy of the full brief, contact CHEA National Office, Diana Smith, Executive Director, Suite 203, 151 Slater Street, Ottawa, Ontario K1P 5H3.

Senate/Commons Committee on the Constitution to support equal rights for all people, and to ensure particularly that disadvantaged groups, women included, are guaranteed equal rights of opportunity and action.

Speaking for a network of local and provincial affiliated groups, and for seventeen hundred professional home economists across Canada, CHEA has supported expanded opportunities for women; affirmative action programs; appointment of women to boards, commissions and courts; and concern over divorce jurisdiction.

The Association, in the brief attached, urges careful consideration of the entrenchment of equal rights in the proposed Constitution Act, 1980.

The Family Farm Transmission Process



Norah C. Keating

Courtesy of the Edmonton Journal

Résumé

Processus de transmission chez les familles d'agriculteurs.

Pour les agriculteurs, la retraite représente un processus complexe qui s'étale sur plusieurs années et affecte également leurs femmes et leurs enfants. Le but de la présente enquête est d'établir la nature des rapports travail-famille chez les agriculteurs d'Alberta au cours de la période de la retraite. Des couples d'agriculteurs, âgés de 50 à 70 ans, ont été interviewés dans le but de déterminer l'âge de la retraite et le rôle de la retraite chez les couples âgés et leurs enfants adultes. Les liens d'interdépendance entre les couples d'agriculteurs et leurs enfants adultes y sont discutés en termes des tensions inhérentes qui existent entre les deux générations.

Norah C. Keating has an M.A. in Psychology from the University of Guelph, and an M.A. in Marriage and Family Counselling, a Certificate in Gerontology and a Ph.D. in Child and Family Studies from Syracuse University in New York. She is currently employed as an Assistant Professor, Division of Family Studies, Faculty of Home Economics, University of Alberta.



Of the burgeoning body of scientific popular literature related to retirement, much has been focused on preparation for, or adjustment to, the retirement event. The underlying assumption of this approach is that retirement provides a distinct boundary between work and non-work; a discrete event occurring at one point in time. This stereotypical approach to the definition of retirement is illustrated by the following retirement announcement:

Pitfield, McKay, Ross announce the retirement of Frederick J. Hamilton, Manager of Edmonton Operations. Mr. Hamilton has had a distinguished record of service with the company for 43 years. On the eve of his 65th birthday, senior company employees and their wives honored Mr. Hamilton at a dinner at the Royal Windsor Golf and Country Club. Mr. Hamilton was presented with matched luggage which he and his wife Marion will take on their forthcoming trip to Greece.

Although some corporation employees do retire in the manner of Frederick Hamilton, the definition of retirement as an event occurring at one point in time is inadequate for many people. This is particularly true for those who are self employed and for whom retirement from work is not a matter of cleaning one's desk and accepting the accolades of colleagues at a retirement party. Decisions about leaving the work role are likely to occur for a lengthy period of time surrounding what has traditionally been called retirement especially for

Abstract

Retirement from work for farmers can be a complex process extending over several years and involving one's spouse and children. The purpose of the study reported here was to assess the nature of the work-family involvement of Alberta farmers around the time of retirement. Farm couples aged 50 to 70 were interviewed to determine the timing of retirement and the retirement roles of older couples and their adult children. Interdependence of farm couples and their adult children is discussed in terms of inherent intergenerational stresses.

those who have to divest themselves of their businesses upon retirement.

This study was of the timing and nature of retirement of farmers who, like many self employed people, have no imposed discrete retirement event. Of particular interest with this group of people was the involvement of family members in work, illustrated by the following retirement announcement.

NOVEMBER 1960

Mr. and Mrs. Charles Thompson are happy to announce that their son John has returned from Vancouver to join his father in the farming operation. Charles has been quoted as saying, "Now I can retire this fall, as soon as the crops are in."

NOVEMBER 1970

A family party was held at the home of the Charles Thompson's to celebrate their house-

warming! Son John and wife Jennifer have taken up residence in the old house next door. Charles has been quoted as saying, "Now I can retire this fall, as soon as the crops are in."

NOVEMBER 1979

John Thompson held a party to celebrate the acquisition of a new section of land adjacent to the original Thompson family farm. It was a happy day for John's father, Charles Thompson, who said, "My boy is doing a fine job and of course I'm still out here helping whenever I can."

Not all self employed people face the same issues in the process of retirement from work. Farmers, for example, have close connections between work and family roles apparent in the lengthy retirement process of Charles Thompson. Work and family roles occur in the same physical setting. Both husband and wife are involved in work. Retirement from work may require a physical move to a new setting. Exit from work requires sale or transference of the business, possibly to family members. All of these mean that not only does retirement have an impact on the whole family, but several family members are likely to be actively involved both in work and exit from work.

In order to assess the nature of retirement for this group of self employed people, interviews were conducted with 25 farm couples aged 50 to 70 all of whom lived in rural Alberta. The age range was selected to include couples at various stages in the process, on either side of the conventional retirement age of 65. The process of planning for retirement may, of course, begin before age 50. All respondents were asked to report in retrospect on the initiation of planning. The mean age of the men was 62, of women, 57. Men and women with work careers outside of the family farm operation were excluded in order to eliminate the need to assess exit from several work careers. The sample was purposely selected by referrals from community members and study participants. Couples were interviewed in their homes, separately but concurrently. The interview included questions regarding the timing of the process of retirement and planning concerning resources (money and capital, time, housing, health) and relationships (with spouse, children, social network).*

Retirement Process

Findings from the study support the concept of the existence of a process of

* For development of the research instrument see Keating and Marshall, 1980.

retirement with a developmental sequence common for men and women. The process begins at about age 49 for men, and somewhat earlier for women (age 47). Considering the fact that husbands are typically older than their wives, it seems reasonable to assume that the process begins at the same point in time for a couple. The process is characterized by a sequence of concerns with financial planning beginning at a mean age of 48, time planning at about age 50, and discussions concerning the impact on, and involvement of, spouse and children at about age 54.

In general, farmers saw themselves as having planned for retirement over a period of several years. This planning was often seen as a family process. Long term planning is not surprising in that retirement for farmers is a lengthy process of disposing of business holdings, dealing with changing resources and coping with shifts in the relationship with children if they become involved in the farm operation.

Relationship with Children

Somewhat unique in the planning for retirement of farmers is the involvement of children in the process. This involvement of children in the disposition of the business occurs within the context of high levels of parent-child interaction.

Although couples were between ages 50 and 70, 30% still had some children living at home. Children also tended to live nearby, with 46% of oldest and 58% of youngest children living within a 25 mile radius of their parents.

Not only do children live nearby, they are in frequent contact with their parents. Seventy-three percent of oldest children and 82% of youngest children were contacted at least weekly, either by phone or in person. Most (84%) of parents said they had a great deal of opportunity to see their children and 90% said it was very important to them to see their children. By comparison, contact by farm couples with other elements of their social network was not valued as highly. Sixty-two percent said that seeing friends was very important and 53% said that contact with relatives was very important.

Intergenerational contact is an integral part of daily living of these older couples. Inevitably as parents begin to

plan for retirement, some of this interaction is focused on the disposition of the family farm. A tradition in North America is that of passing on the family business to one's children. In Alberta today, with extremely large capital investment in farms, entry into farming by young people is often through involvement in the farming operation of parents or spouse's parents. The cliché that the way to get into farming is to "marry it or bury it", seems to continue to have some basis in fact.

Seventy percent of farm couples in this study reported that their children were actively involved in their decision making concerning retirement. Children's involvement ranged from being supportive to parents and encouraging them to retire to taking over the running of the farm operation. They were far more likely to be part of the disposition of the business than a comparable group of self employed non-farm couples, 44% of whom reported that their children were part of the retirement process.

Intergenerational Issues

The fact that adult children of farm couples are involved in the process of retirement of the parents means that the two generations are bound by both work and family ties. Retirement then has an impact on all members of the family and may be experienced either positively or negatively depending on the various demands of work and family roles.

One of the societal norms in North America is that of independence of adult children and their parents. Numerous studies have indicated that generations prefer "intimacy at a distance" based on the maintenance of separate households with primary loyalty owed one's family of procreation. While frequent contact is valued, each household is expected to be financially self sufficient with some emotional interdependence.

Intimacy at a distance is difficult for farm families. For many of the families in this study, two generations had their work located in the same physical setting. Not only is independence reduced by joint involvement in work, but the ways in which the two generations are involved in work may result in intergenerational stresses.

An issue with families in this study was the timing of the transference of

the family farm. Although older couples retired, on the average, at age 62, relinquishing control of the farm operation did not necessarily occur concurrently. As is evident in the retirement process of Charles Thompson, obtaining title to a farm does not necessarily mean having complete power over decisions concerning the farm operation. The timing of the transfer of the farm is important because of societal expectations concerning entry into, and exit from, work. In general, men are expected to have a work career which begins in the early twenties, has its peak in the mid forties and has been completed by age 65. Men who deviate greatly from this model are often under pressure from other members of society to conform. Two types of deviations from the model work career were seen in this sample. Some of the older farmers, although stating that they were retired, were actually still actively involved in the farm operation at age 70. This late exit from the work role affected the career development of the younger generation. Sons of men who are 70 are likely to be in their early forties, approaching what should be the peak of their work career. If control over work still resides with the parent, career development of the adult child also begins to deviate from the norm. If both workers experience a need to control a shared work role, intergenerational stress is likely to occur. The transmission of the family

farm is symbolic as well as actual. Both the physical transfer of ownership and the emotional transfer of control over the business must occur before the adult children can reach the peak of their work career.

Implications for Researchers and Practitioners

The concept of role reversal, in which the child gradually takes on the more powerful parenting role and the parent assumes the more dependent child role has been both a historical theme and of interest to contemporary social gerontologists. For most families, the process of increasing power and control over their environment by the younger generation is not contingent upon the decreased power of the parents. Mastery of one's environment is often seen as contingent upon development of a work career. In some cases such as those of farm families, the two appear to be directly related. Further research into the intergenerational stresses caused by work related shifts in power and control seems warranted.

Many practitioners and educators developing planning for retirement programs have recently changed the content of those programs. From an earlier emphasis on resources such as housing, health and finances, many programs now include sections on relationships with spouse, children

and friends. With increasing evidence that retirement of one member has an impact on the whole family, programs oriented toward resolving retirement induced intergenerational conflict will become more common. Important to educators is the knowledge that family response to the retirement of a family member is dependent to a great extent upon the work-family interface of that family. •



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METRIC CONVERSION OF SCALES

The Honorable Charles Lapointe, Minister of State (Small Businesses) and the Honorable André Ouellet, Minister of Consumer and Corporate Affairs, announced that metric conversion of retail food scales in major cities across Canada will commence on 1 January 1982.

In making this announcement the Ministers confirmed the Canadian Government's commitment to the policy that a single coherent measurement system based on metric units should come to be used for all measurement purposes required under legislation, and generally be accepted for all measurement purposes.

This further delay of one year, allows for ample notice to the industry and will permit the Canadian public to become more familiar with the metric system. This is the last major metric conversion event to affect the general public.

The revised schedules for conversion of scales in retail food stores will be implemented across Canada over the two-year period ending in December 1983.

LA CONVERSION DES BALANCES

L'honorable Charles Lapointe, ministre d'État (Petites entreprises), et l'honorable André Ouellet, ministre de Consommation et Corporations Canada, ont annoncé que la conversion au système métrique des balances dans le commerce des aliments au détail commencera le 1^{er} janvier 1982 dans toutes les grandes villes du Canada.

En faisant cette annonce les ministres confirment l'engagement du gouvernement canadien à la politique d'un système de mesure unique et cohérent ayant pour base les unités métriques. Ce système devra servir un jour à toutes les mesures exigées par la loi, et devra être accepté de façon générale pour toutes les autres mesures.

Ce délai supplémentaire d'un an accorde amplement de temps à l'industrie, tout en permettant au public canadien de se familiariser davantage avec le système métrique.

Les calendriers révisés de la conversion des balances dans le commerce des aliments au détail seront mis en oeuvre à l'échelle du pays au cours d'une période se terminant en décembre 1983.

Construction and Evaluation of Lesson-Units on Cereals and Cereal Products Prepared for Pupils of Primary Grades.¹

Ginette Gagnon Fabi

Jeannine Deveau

Mariette Blais

Ginette Gagnon Fabi is a graduate student, Department of Nutrition, University of Montreal; Jeannine Deveau is an Associate Professor, University of Montreal; and Mariette Blais director of the project, is Associate Professor, University of Montreal. The work herein reported was done in partial fulfilment of the requirements for the degree of M.Sc. (Nutrition), University of Montreal.

Abstract

The construction and evaluation of lessons on cereals and cereal products were examined according to the identification of different cereal plants, the transformation and the processing of grains, and the identification and selection of cereal foods. A formative evaluation of this nutrition education material was carried out on pupils of the third primary grade enrolled at four schools in Montreal. The results obtained were as follows: the average score of the pupils was 6.10 at the pre-test and 11.31 at the post-test on a maximum possible score of 19. An appreciable gain in knowledge was observed.

Abrege

L'objectif poursuivi dans ce travail était l'élaboration et l'évaluation de leçons sur les céréales destinées aux écoliers du niveau inférieur de l'école primaire. Les trois thèmes à l'étude étaient: l'identification des céréales, la transformation des céréales, l'identification et la classification de produits céréaliers. Une évaluation formative a été faite sur ce matériel auprès d'écoliers de troisième année primaire de quatre écoles de Montréal. Les résultats obtenus ont fourni les précisions suivantes: le score moyen des écoliers qui était de 6.10 au pré-test a passé à 11.31 au post-test et ce sur une possibilité de score parfait de 19. On a donc observé un gain de connaissance appréciable.

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Methodology

Three lessons were developed with respect to three specific objectives to be attained by the pupils, namely: the identification of cereal plants, the understanding of processing from grain to product and the identification of complex cereal foods. For each specific objective three or four learning activities were provided. They are included in a booklet and are planned as various tasks for the pupils. Tasks

Construction and Evaluation of Lesson-Units on Cereals and Cereal Products Prepared for Pupils of Primary Grades.¹

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Abstract

The construction and evaluation of lessons on cereals and cereal products were examined according to the identification of different cereal plants, the transformation and the processing of grains, and the identification and selection of cereal foods. A formative evaluation of this nutrition education material was carried out on pupils of the third primary grade enrolled at four schools in Montreal. The results obtained were as follows: the average score of the pupils was 6.10 at the pre-test and 11.31 at the post-test on a maximum possible score of 19. An appreciable gain in knowledge was observed.

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Questionnaire — Cereals

Questions

1- 6 Name the most important cereals
 (1) oat
 (2) wheat
 (3) corn
 (4) barley
 (5) rice
 (6) rye

7 Name the part of the plant that is edible
 (7) grain

8 Name the main cereal grown and eaten in Canada
 (8) wheat

9 Name the main cereal grown and eaten in Asia
 (9) rice

10-12 Here are three steps in the processing of a cereal plant, list in the correct order from 1 to 3.
 (10) in the field, reaping
 (11) in the granary, storage
 (12) at the mill, grinding into flour

13-15 Name three foods that contain wheat flour

16-19 Select the cereal foods from the following list:
 fruit salad
 (16) white cake
 roast pork
 (17) crusty bread
 potato
 (18) macaroni
 (19) pancakes

() Correct answers

Table 1
Results: Distribution of Pupils According to Score Obtained

Pupils n ^a	Pre-test		Post-test	
	Scores	Pupils n ^a	Scores	Pupils
11	0	14	0	
4	1	1	1	
7	2	0	2	
14	3	1	3	
20	4	1	4	
15	5	3	5	
30	6	8	6	
13	7	7	7	
21	8	7	8	
12	9	12	9	
15	10	12	10	
9	11	7	11	
3	12	22	12	
1	13	16	13	
1	14	20	14	
0	15	13	15	
0	16	5	16	
0	17	12	17	
0	18	6	18	
0	19	9	19	

n^a = number of pupils

Average score 6.10 ± 3.13

"t" = 11.76

Average score 11.31 ± 4.97

p = 0.001

Note: Total number of students = 176

Perfect score = 19

were reading, listening, naming, observing, arranging in correct order, choosing and sorting. A questionnaire of 19 questions was prepared before the development of the learning experiences in accordance with the specific objectives. The questionnaire was used both as the pre-test and as the post-test (See Questionnaire Inset).

Pupils of the third primary grade enrolled at four Montreal schools were chosen. A total of 176 pupils were involved, 88 boys and 88 girls, 8, 9 or 10 years old. The pre-test was administered to the pupils by the teacher. Two weeks later one of the researchers gave the lessons. The post-test was given by the teacher two weeks after these lessons.

Results and Discussion

The average pre-test score of the pupils was 6.10 ± 3 and that of the post-test 11.31 ± 4.97 on a possible maximum of 19. The distribution of the pupils at the pre-test showed that most of them obtained a score ranking from 0 to 11. Very few reached a score between 11 and 14, not one pupil attained a score over 14. At the post-test more than half of the group obtained a score of 12 or better and 9 of them made a perfect score (Table 1).

The analysis of the results indicated an appreciable gain of knowledge by the pupils. The interval separating both tests was approximately one month. It is doubtful that this gain in knowledge was due to outside information, such as individual research by the pupils, documentation, or radio and television. It may be assumed that the knowledge gained by the pupils was due to the lesson-units. Programs in nutrition education for primary grades, which have been evaluated (Chethik, 1974; Cooper, 1974; Dunkley & Bear dall, 1974; Lovett et al., 1970; Niedermeyer & Moncrief, 1974-1975; Shortridge, 1976; Von Housen, 1971), showed that children can gain appreciable knowledge from programs in nutrition education when adapted for primary grades.

No noticeable differences were observed between the results of the boys and the girls (Table 3).

Table 2		Average Scores of Pupils Distributed According to Sex and Age		
Variables	Pupils	Pre-test Mean	Post-test Mean	Mean net gain
Sex				
Boys	88	6.39	11.32	4.93
Girls	88	5.80	11.29	6.49
Age				
8	32	5.81	11.46	5.65
9	126	6.25	11.64	5.39
10	18	5.55	8.72	3.17

^an = number of students

Note: Total number of students = 176

Perfect score = 19

The girls appeared to know as little as the boys concerning home tasks such as food preparation and the ingredients used in making food products. It may be that no products are baked at home, being bought already or ready to eat.

Age, on the contrary, was an influencing factor (Table 3). Comparison of the pre-test scores indicated that those of the 10 year-old pupils tended to be slightly below those of the 8 and 9 year-old groups. At the post-test the net gain in knowledge was distinctly inferior for the 10 year-old pupils when compared to the younger ones. A possible explanation of this deviation may be that these children have fallen behind their classmates. Their school attendance was at least one year more than the normal. As their scholastic ability has not been assessed, it is impossible to go beyond this explanation.

The correct answers given by the pupils to each question at both tests are presented in Figure 1.

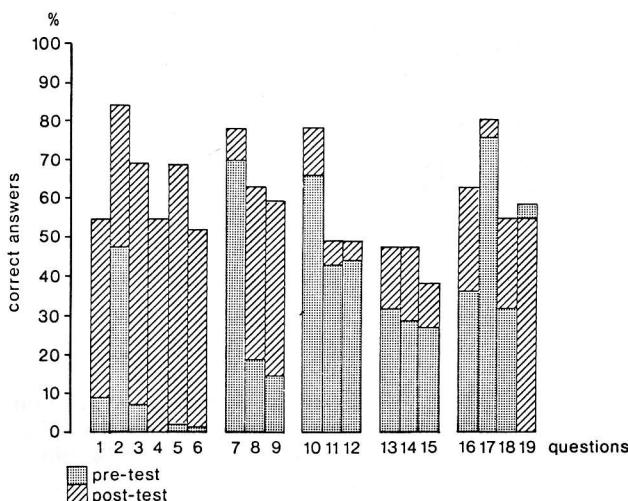


Figure 1. Number of correct answers given by the pupils to each question (1-19). Total number of students = 176.

Questions 1 to 6 of the pre-test on the identification of cereal plants showed that wheat was the best known of the cereal plants. Others were practically unknown while barley was never identified. The post-test results were a notable contrast. The percentage of correct answers were increased remarkably. More than half of the pupils succeeded in identifying correctly the main cereal plants consumed by man.

As to question 7, the edible portion of the plant, the percentage of correct answers obtained at the pre-test (70%) and at the post-test (78%) was approximately the same. Results of questions 8 and 9 showed a low percentage of correct answers at the pre-test, 14% and 10% respectively. Pupils did not know the cereals consumed either in Canada or in Asia. The post-test percentages reached respectively 63% and 59%.

There was only a slight gain in knowledge for questions 10, 11 and 12. As expected, pupils noted correctly, reaping, as the first step in the processing of the cereal plant. Overall they were and remained uncertain whether the second step, storage in the granary (question 11) or the third step, grinding into flour at the mill (question 12) followed reaping.

When asked to name three foods that contained wheat flour (questions 13, 14, 15), the percentage of correct answers at the pre-test varied from 27% to 32%. After receiving the lesson-unit the percentage increases slightly from 38% to 47%. In comparison to this set of questions, the last series (16, 17, 18, 19), the selection of four cereal foods from a list of seven foods, received a greater percentage of correct answers at the pre-test (32-76%) and the post-test (55-80%). Both bread and pancakes were easily identified at both tests. White cake and macaroni were foods poorly classified in a previous study (Nyirangendahimana-Robillard, 1976). In this project the post-test score for these two items was 60%. The number of correct answers nearly doubled after the pupils had received the lesson-unit.

Questions 1 to 9 which were poorly answered at the pre-test were the ones registering the most improvement after the learning activities. These questions, simple and

easy facts to be recalled, were easily learned by the pupils. But the second part of the questionnaire showed that the gain in knowledge was less marked. This limited gain was proportional to the complexity of the concepts presented. In this part, the pupils have to depend more on their comprehension and the reasoning from their learning experiences to give correct answers.

From this study it is recommended that a greater measure of success could be attained, such as that reported by others (Niedermeyer, 1974-1975, Shorridge, 1976). Therefore, before making any modifications to the booklet, for example, adding nutrition activities in the third lesson, it is recommended that a pilot study on a wide range of schools be conducted. Also it is suggested to conduct the study with the teachers giving the lessons. For as already reported (Niedermeyer, 1974-1975), teachers exert an important influence on the success or the failure of any school activity. Teachers who cooperated in this project, in administering the tests and observing while the graduate student gave the lessons were unanimous in saying that such material could be useful tools for them since they have little time to prepare the learning activities necessary to teach elementary concepts on foods to young pupils.

Conclusion

The education material on cereal and cereal products developed for the pupils of the primary grades resulted in an appreciable gain in knowledge. The success of this first study will serve as an encouragement to continue with other food groups and to evaluate these new lesson-units.

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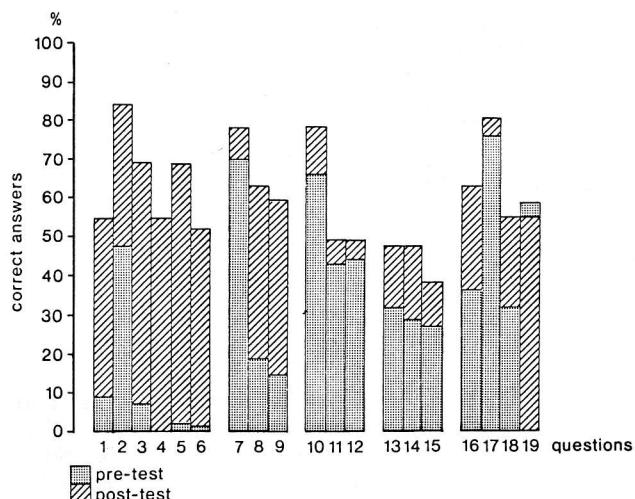


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The Food Habits of Southeast Asian Refugees — Implications in the Canadian Setting

Marian Campbell

Ruth Loewen

When people move, their diets often change. The new foodways which emerge are a blend of long-cherished habits and new lifestyles.

How do the food habits of Southeast Asian refugees¹ evolve to a form compatible with their new lifestyle in Canada? What are the nutritional implications of adjustment? How can home economists ease the adjustment process?

Information on these questions is scanty. The comments which follow are based on published articles together with information obtained through discussions with refugees, sponsors, immigration officials, and others working with refugees in the community.

Changes in Traditional Food Habits in Canada

The majority of Southeast Asian refugees arriving in Canada are from Vietnam, with smaller numbers from Laos and Cambodia (Table 1). Each of these countries has a distinct set of foodways that bears the mark of many influences, not the least of which has been the food habits of occupying forces.

Vietnamese food habits, show unmistakable signs of the long Chinese presence in Vietnam and, in more recent generations, of France, which ruled the country for most of the past century (Steinberg, 1970). Laos and Cambodia also have been shaped by Chinese and French cultural influences (Nutrition . . . , 1980), as well as by other ethnic groups that comprise the population. In Cambodia the population includes Khmers and Vietnamese as well as Chinese while the mixed ethnic population of Laos is composed largely of farmers of Thai stock (the Lao), with smaller groups of Chinese, Vietnamese, Cambodians, Indians, Thais, French, Indonesians and Malays (May, 1961).

Résumé

Lorsque les gens se déplacent, leurs régimes alimentaires tendent à changer. Les nouveaux types d'alimentation qui en résultent consistent en un mélange de vieilles habitudes et de nouveaux modes de vie.

Comment les habitudes alimentaires des réfugiés de l'Asie du Sud-Est évoluent-elles jusqu'à devenir compatible avec leur nouveau mode de vie au Canada? Qu'implique le processus d'adaptation d'un point de vue diététique? Comment les économistes peuvent-ils faciliter un tel processus?

Les sources d'information concernant ces questions sont rares. Les commentaires, dans cet article, se basent sur des articles déjà publiés ainsi que sur des renseignements obtenus au cours de discussions avec des réfugiés, garants, fonctionnaires à l'immigration et autres personnes en contact avec les réfugiés au sein de la communauté.

Some of the world's great religions have also left their mark. In Vietnam the major religions include Buddhism, Confucianism and Catholicism, while Buddhism and Hinduism are practiced in Cambodia, and Buddhism and Brahmanism predominate in Laos (Nutrition . . . , 1980).

The effect of these and other influences on traditional Vietnamese food habits has been well-described by Barer-Stein (1979) and Steinberg (1970), whereas the food habits of other Southeast Asian countries are less well-documented (May, 1961). Despite the distinct differences in foodways which exist both between and within each country, in general, the traditional Indochinese diet is similar to the ethnic Chinese; although cooking methods and seasonings vary, the types of foods used are basically the same.

Table I

Country of Birth of Southeast Asian Refugees in Canada (September 30, 1980)

Country of Birth	Number	%
Vietnam	39,006	71.8
Laos	9,100	16.7
Cambodia	3,705	6.8
Other	2,537	4.7
TOTAL	54,348	100.0

Source: Indochinese Refugee Task Force. Canada Employment & Immigration Commission.

Definite changes in traditional food habits occur when the Indochinese emigrate to Canada. These changes may be influenced by many factors, including the strength of cultural traditions and the availability and cost of food. Although each individual will accept new foods differently, a few generalizations can be made regarding food choices within each food group.

¹Southeast Asia and Indochina will be used interchangeably in this paper.

● Cereal Grains

Rice is central to the Indochinese diet, with interesting variations in rice preferences. Laotians and Cambodians prefer a glutinous (sticky) rice and people from north Vietnam prefer long grain rice while those from the South prefer short grain rice. In addition to rice, noodles are popular and French bread is familiar.

In Canada, the Indochinese continue to eat rice but many adopt bread for toast and sandwiches. Breakfast cereals and pasta are accepted by some. White rice and bread are preferred because they were associated with affluence in Indochina; therefore, refugees may not be receptive to encouragement to eat brown rice and whole-grain breads and cereals.

● Fruits and Vegetables

In Indochina, tropical fruits (mangoes, pineapples, bananas, melons, coconuts) are used as desserts or in dishes containing fish or meats. Apples are rare in Indochina and therefore very popular in Canada.

Vegetables are added to soup or combined with meat to extend scarce protein foods. Many of the green leafy vegetables available in Indochina are unavailable in Canada. However, some of our common vegetables are familiar and thus well-accepted — carrots, cabbage, squash, tomatoes, onions, green peppers, mushrooms, and broccoli. Potatoes are used infrequently. Raw vegetables are generally unfamiliar; salad is slowly accepted by some.

Fresh produce is preferred over frozen or canned; fruits and vegetables are considered "not good for you if they aren't fresh". The unacceptability of canned vegetables may also be related to the association of this food with refugee camps.

● Meat, Poultry, Fish and Eggs

Protein foods are scarce in most Southeast Asian countries. Furthermore, the preferred type of protein food varies from country to country. However in general, fish is the most prevalent protein food, pork the most typical red meat, and duck the most common poultry, although chicken is also available. Soybeans provide an alternative to meat protein foods.

In Canada, protein consumption can be expected to increase because animal protein foods are more plentiful and less expensive. Fish consumption

decreases since familiar varieties are either unavailable or extremely expensive, and frozen fish is not generally accepted. Chicken replaces duck, and of the red meats, pork continues to be preferred but beef is quickly accepted. Eggs increase in popularity because they are less expensive than in Indochina.

● Milk and Milk Products

Milk and milk products are not traditional foods in the Indochinese diet (May, 1961) for reasons including lactose intolerance (Anh, Thuc, & Welsh, 1977), high cost, and religious beliefs related to the non-killing of animals. Canned sweetened condensed milk is available (Chang, 1979) and either added to coffee by wealthy urban families or diluted for young children. Cheese products are familiar to some but generally not well-liked, whereas ice cream is familiar and popular.

Alternative sources of calcium include bones in canned fish, green leafy vegetables and tofu, a soybean curd made from soybean milk. Tofu is a significant source of calcium provided calcium salts are used to precipitate the protein (Tseng, 1977).

In Canada, the consumption of milk foods has been observed to increase. Mild cheese appears more acceptable than stronger-flavoured cheese. Yoghurt and ice cream are very popular.

● Condiments and Seasonings

Spices, seasonings and sauces truly distinguish Indochinese from Chinese food. Fish sauce (called NUOC MAM in Vietnam and PADECK in Laos) is central to the diet. This is "the liquid that is drained off from wooden casks in which alternating layers of fresh fish and salt have been tightly packed and allowed to ferment. The best grade . . . comes from the first sauce which seeps off naturally; the cheaper, more redolent sauce is then obtained by adding more salt and pressing out what remains in the barrels" (Steinberg, 1970, p. 166). Fish sauce is added to all soups and dishes and is found on all tables at all times (May, 1961).

Other important seasonings include soya sauce, dry chili peppers, fresh ginger root and garlic. All of these are available in Canada.

● Beverages

Tea is the most popular beverage in Indochina; however coffee (especially instant) is accepted. Laotians also

drink coconut water. Alcoholic beverages and soft drinks are familiar and consumed by the wealthy. In Canada, the most noticeable change has been the increase in soft drink consumption.

● Snack Foods

High-fat, high-sugar foods (candy, donuts and soft drinks) are generally not common in Indochina. In Canada, some refugees adopt these foods quickly while others avoid them.

In summary, the consumption of meat, poultry, eggs and high-calorie, low-nutrient foods has been observed to increase in Canada while the consumption of fish and green leafy vegetables decreases. These trends in consumption are consistent with the dietary changes observed in Vietnamese settling in Colorado (Casey & Harrill, 1977).

Suggestions for Home Economists Working with Refugees

Home economists have a role to play in helping refugees adjust to their new environment. The following suggestions are offered as a guide to assist in working with refugees.

● Respect traditional food habits. The goal of any intervention program should be to reinforce beneficial practices, change those that are detrimental to health, and simply ignore those that neither benefit nor harm, no matter how strange they seem (Giff, 1972).

● Provide suggestions for nutritionally-equivalent substitutes for traditional foods that are either too expensive or unavailable in Canada.

● Stress variety in food selection. Casey and Harrill (1977) showed that Vietnamese women who used a greater number of foods had significantly higher intakes of most nutrients than women with less food variety.

● Encourage an increase in the consumption of milk and milk products (especially for children and pregnant and lactating women). This increase should be gradual and gauged according to the individual's ability to tolerate lactose (Anh et al., 1977). The rationale for this suggestion is that calcium status may be a problem in Canada due to both decreased calcium intakes resulting from the unavailability of green leafy vegetables and whole, dried fish, and to increased protein intakes which are associated with increased urinary excretion of

calcium at high protein levels (Spencer, Klamer, Osis, & Norris, 1978; Chu, Morgen, & Costa, 1975). Whether or not calcium status is in fact a health concern will continue to be the subject of debate until more information is available on the ability of this population to adapt to low calcium intakes.

Increasing milk consumption has the additional advantage of providing vitamin D. While sunlight is the major source of vitamin D in Indochina, dietary sources increase in importance in a country where the climate precludes extensive exposure to sunlight during much of the year.

- Discourage, by example and through education, the adoption of undesirable aspects of the Canadian diet (eg., high-fat, high-sugar, low-nutrient foods like soft drinks, candies, and donuts). However, it must be remembered that sugar and candy were considered luxuries and status symbols in Indochina, and therefore compliance with this recommendation may be difficult. Nevertheless, the prevalence of dental caries among the refugees underscores the need to teach preventative dental nutrition and oral hygiene.

- Monitor body weight. Depression and difficulties in adjustment may result in a loss of appetite and weight loss. Conversely, body weight may increase due to decreased activity (cycling and walking less) and/or increased intake of high-fat, high-sugar foods.

- Direct particular attention to older refugees, pregnant women and infants.

Elderly refugees may be at risk nutritionally. Casey and Harrill (1977) reported that the calorie and nutrient intake of 24 younger Vietnamese women (22-48 years) in Colorado compared more favorably with the recommended daily allowance than that of six women over 51 years of age. It was suggested that the poorer dietary status of the older women might be explained, in part, by a greater tendency to depression, poor physical health, decreased physical activity and adherence to traditional food habits.

Pregnant women are of concern due to the cultural beliefs and practices that may influence diet during this time. There is, however, a dearth of information describing the nature and prevalence of these beliefs and practices both in Indochina and in Canada.

May (1961, p. 95) suggested that pre- and postnatal diets in Vietnam could contribute to malnutrition. He stated that:

The Vietnamese woman has two fears when she is pregnant: she is afraid of eating too much, lest the fetus become too heavy; she is afraid of eating products that she thinks will endanger the fetus. During pregnancy the diet is limited to a small amount of rice, soya sauce, some vegetables, and nuoc mam of inferior quality. Fish and meat are said to generate poisons in the child. However, such restrictive diets common in the countryside, and followed because of tradition, are not commonly found in Saigon.

May (1961, p. 125) goes on to say that in Cambodia, "the diet of pregnant women is limited by the desire to keep the child small, but not necessarily by taboos as in Vietnam". May's (1961) comments are consistent with information obtained by Chang (1979) in discussions with Vietnamese and Cambodian refugees in Canada.

Less information is available on Laotian beliefs and practices. Chang's (1979) report of a discussion with one Laotian refugee indicated that there are no food restrictions during pregnancy except for increased consumption of coconut water which is considered to ensure health. However, in the postpartum period, the Laotian mother is normally confined to a bed over a charcoal fire, and advised to take hot baths and drink hot water for 21 days (National Indochinese Clearinghouse, 1978). It is believed that heat shrinks the womb and hot water stimulates milk production. Fruits and vegetables are restricted postpartum, while permitted foods include certain kinds of meats, fish and poultry, rice, salt, ginger root and a beverage made from hot water and Laotian medicine (Chang, 1979).

A more thorough examination of the cultural beliefs and practices surrounding diet during the pre- and postnatal period is necessary in order to more accurately determine the nutritional implications. In the interim, it can be assumed that where these beliefs and practices exist, they will change slowly, and therefore dietary assessment is necessary in order to determine whether a food and/or nutrient supplement is warranted.

With regard to infant feeding, breast feeding is traditional in Indochina

(May, 1961) and should be reinforced in Canada. Laotians have been observed to begin breast feeding one to three days postpartum because colostrum is not considered beneficial; therefore, every effort should be made to change this belief.

Despite the efforts of health professionals to encourage breast feeding, many refugees may choose to bottle feed because bottle feeding is considered prestigious, albeit expensive, in Indochina. Consequently, correct infant formula preparation techniques should be demonstrated and written instructions provided in the appropriate languages. In addition, the Indochinese practice of using diluted sweetened condensed milk for infant feeding should be discouraged in view of its nutritional inadequacy.

Little information exists on either the type of weaning foods used or the age when solid foods are added to the infant's diet in Indochina. May (1961, p. 125) reported that in Cambodia "at the end of the first month, large amounts of mashed bananas and mashed rice are pushed into the child's mouth by the mother's tongue", while in Vietnam "Supplementary diets begin at a median age of 7 months and consist of rice flour, soup, salt or sugar. Children do not receive vitamin supplements nor are they given milk at the end of breast feeding ... While in urban centers infants may receive a mixed diet of rice and animal protein, most of the infant population of the rural areas is fed almost exclusively on rice or rice flour" (p. 93). Certainly more information is necessary to determine the current prevalence of these practices and the impact of the Canadian experience on traditional infant feeding practices. Nevertheless, refugees coming to Canada will no doubt compare traditional weaning foods and practices to those in Canada. Therefore nutrition education related to both the choice of solid foods (commercial vs. homemade) and the recommended age for introduction of solid foods should be provided.

- Provide consumer education to ease adjustment to the Canadian marketplace and kitchen. Shopping for food will provide a variety of new experiences — a greater choice of stores (supermarkets, corner stores and ethnic stores), an enormous variety of unfamiliar foods and market forms of foods (frozen, canned and processed

food) and food labels in an unfamiliar language. In addition, buying food in quantity and shopping only once a week will be new experiences.

Canadian kitchens will be equally mysterious for most refugees. Refrigerators and freezers are uncommon in Indochina; therefore most refugees need instruction on how to operate them, what to store in them and for how long, and the do's and don'ts of refreezing. Stoves (especially the oven and broiler) and small electrical appliances also should be explained. In addition, basic instruction is needed on how to dispose of garbage, and on the safe use of electricity and gas. As well, reassurance should be given that the water is safe to drink.

Food and Nutrition Education Resource Materials for Indochina Refugees

Keeping the above considerations in mind, food and nutrition education resource materials were developed by the Department of Foods and Nutrition for use with both Indochinese refugees and their sponsors in Manitoba. Three approaches were used to reach the refugees. First, four videotapes (each, one-half hour) were prepared on the topics of shopping for food, food storage, introduction to a Canadian kitchen, and meal choices using Indochinese and Canadian foods. The videotapes have been shown on public television as part of a series, *The New Consumer*, sponsored by the International Centre, and, in addition, have been used by various groups in workshops for new refugees throughout the province. Secondly, a printed information package was developed to complement the videotapes; it includes tips on shopping in Canadian supermarkets, food storage and safety information, a simple food guide using Indochinese foods, and an explanation of how to use a food guide in meal planning. Both the videotapes and information package have been produced in Vietnamese, Laotian, Chinese and English, in view of the languages spoken by most refugees (Table II). Thirdly, English language teachers were provided with lesson plans outlining activities which incorporated food and nutrition vocabulary and concepts. Sponsors were sent an information package which included a statement of the traditional food habits of the refugees, a list of ethnic food stores in the area, an inventory of staple foods and equipment

TABLE II
Native Language of Southeast Asian Refugees in Canada
(September 30, 1980)

Native Language	Number	%
Vietnamese	26,039	47.9
Chinese dialects		
Cantonese	11,255	20.7
Mandarin	971	1.8
Other	4,319	8.0
Lao	7,740	14.2
Khmer	3,155	5.8
Thai	65	0.1
Other Asian	774	1.4
Other	30	0.1
TOTAL	54,348	100.0

Source: Indochinese Refugee Task Force. Canada Employment & Immigration Commission.

to have in the kitchen when the family arrives, and suggestions for food-related activities to use with refugees (eg., a shopping trip, reconstituting frozen orange juice, etc.).

The response from the community has been enthusiastic. Requests for copies of both the printed materials and videotapes have been received from across Canada and the United States. Inquiries regarding the videotapes should be directed to the International Centre, 700 Elgin Street, Winnipeg R3E 1B2, while those pertaining to printed materials are referred to the Home Economics Directorate, Department Health & Community Services, 880 Portage Avenue, Winnipeg R3G 0P1.

It is too early to realize the full impact of the Canadian experience on the food habits of the Indochinese refugees. More information will be needed to determine the correctness of Jerome's (1980) assertion that "successful nutritional adaptation is a biological prerequisite for socio-economic success". Certainly the relationship between dietary change and other types of acculturation is complex. Social, cultural, economic and nutritional factors are intricately interwoven. Unraveling the network will challenge home economists and help answer the important question of how nutrition and culture interact. •

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L'industrie canadienne du textile dans les années '80*

Georgette Durand

Résumé

L'industrie canadienne du textile dans les années '80

L'industrie canadienne du textile, industrie plus que centenaire, a davantage pris racine dans les provinces de Québec et de l'Ontario. Elle fournit des produits diversifiés servant directement à la consommation ou à des fins industrielles. L'industrie du textile fait face à des problèmes causés par la mise en application de réglementations gouvernementales et par la crise de l'énergie; ces problèmes ont des retombées économiques importantes sur une industrie qui a grand besoin, pour se développer, d'une aide concrète des gouvernements. Les politiques établies, en matière d'importation et de subventions, doivent être maintenues et même améliorées et les consommateurs ont le devoir d'encourager l'industrie canadienne du textile, ce qui est un moyen de contribuer au développement de l'économie canadienne.

Abstract

Canadian Textile Industry in the '80s

The Canadian textile industry, established more than a century ago, is mostly concentrated in two provinces: Quebec and Ontario. Its production is diversified and is used for industrial purposes as well as for consumer products. The Canadian textile industry faces many important problems due to government regulations and to the energy crisis. These problems have some implications on the industry's economy which needs, for its development, the help of the federal and the provincial governments. Politics concerning imports and grants must be maintained or improved. Consumers have to encourage the Canadian textile industry by buying Canadian textile products. Only in that way will the industry be able to increase its production and become more competitive.

Georgette Durand a reçu un baccalauréat en Sciences domestiques de McGill University, détient une maîtrise en Sciences domestiques de l'Université de Moncton. Elle a complété la scolarité du doctorat à University of North Carolina — Greensboro et sa thèse de doctorat traitera du problème des

bactéries lié à l'emploi de l'eau froide pour le lavage des produits textiles. Présentement, l'auteur est professeur adjoint à l'Ecole des sciences domestiques de l'Université de Moncton au Nouveau-Brunswick.

* Résumé d'une conférence présentée à la réunion annuelle de l'Association du Nouveau-Brunswick pour l'économie familiale, 25 octobre 1980.

L'industrie canadienne du textile, établie au milieu du 19e siècle, est maintenant au seuil de réajustements importants. Certains disent qu'elle tire de l'arrière par rapport aux autres types d'industries. D'autres affirment qu'elle est sur une bonne voie surtout depuis quelques années, avec l'utilisation d'appareils électroniques lui permettant de devenir de plus en plus capitaliste plutôt que 'main intensive'. Il est évident qu'elle a encore beaucoup de défis à relever dans les années '80 pour se rendre plus compétitive sur les marchés internationaux et pour rejoindre la rentabilité de l'ensemble des industries canadiennes.

Cette étude se divise essentiellement en deux parties. Dans une première section nous tenterons de dégager quelques problèmes liés à la production des fibres textiles. Nous verrons, dans une seconde partie, les perspectives d'avenir de l'industrie canadienne du textile.

Production des fibres textiles

La presque totalité des fibres naturelles dont se sert l'industrie canadienne du textile est importée. La production des autres types de fibres est surtout concentrée en Ontario tandis que la transformation des fils en tissus se fait plutôt au Québec. On peut dire que l'Ontario et le Québec possèdent la quasi-totalité des activités du secteur textile au Canada. C'est ce que rapporte une étude menée par le gouvernement canadien (1979).

Quel est le volume de cette production canadienne? Clarke, R.M. (1979) estime que l'industrie canadienne fournit moins de 50% de la quantité totale des produits textiles consommés au Canada alors que d'autres pays, tels que le Japon et les Etats-Unis, en fournissent jusqu'à 75%. Un certain nombre de problèmes liés à la production des textiles pourraient comprimer encore davantage le taux de croissance de l'industrie dans les années '80. Les plus importants sont dus sans doute aux risques que représentent, pour la santé, le taux de poussière, le niveau de bruit, la toxicité des produits chimiques utilisés lors de la production des textiles. Les connaissances médicales indiquent que, dans certaines circonstances, la poussière de coton est susceptible de présenter des dangers pour la santé. Il semble que certains niveaux de poussière et de longues périodes d'exposition peuvent causer une maladie appelée bysinnose, maladie qui endommagerait les voies respiratoires. Pour assurer une salubrité des lieux de travail, les gouvernements provinciaux ont adopté les normes suivantes: un ouvrier ne doit pas être exposé plus de huit heures à un taux moyen de poussière de coton supérieur à 0,5 mg/m³ d'air. On estime que l'application de cette norme représente une augmentation des coûts de production. Si cette augmentation était considérable, elle pourrait entraîner la fermeture d'usines ou une plus grande utilisation de la fibre de coton en mélange avec d'autres fibres ou encore l'emploi de fibres synthétiques. C'est ce qu'avance un article intitulé: *A propos des réglementations antipoussières* (1980). D'autres alternatives pourraient être, par exemple, de transférer certaines usines à l'étranger ou bien d'importer les tissus à l'état grège plutôt que les fibres. Quel que soit le moyen choisi pour rencontrer les normes de salubrité des lieux de travail, les conséquences pourront avoir un impact important sur le développement de l'industrie canadienne du textile.

Une autre norme susceptible de freiner l'industrie est celle qui contrôle le niveau du bruit dans les différents secteurs de production des fibres, des fils et des tissus. Ce problème retient l'attention des instances gouvernementales dans plusieurs pays industrialisés. En général, le bruit causé par la machinerie est fixé à un maximum de 90dBA, pour une période de huit heures de travail et ce maximum sera abaissé à 85dBA dans un avenir rapproché, du moins dans la province de l'Ontario. Pour des niveaux de bruit supérieurs à 90dBA on applique la règle de 50% c'est-à-dire que pour 5dBA supplémentaires le temps d'exposition au bruit doit être réduit de moitié. L'industrie du textile peut prendre différents moyens pour contrôler le niveau du bruit dans les usines. Des mesures techniques telles que la modification des systèmes d'isolation et d'acoustique ainsi que le maintien des machineries en bonne condition ont été prises par certaines industries. D'autres industries textiles ont opté pour des mesures de protection de type individuel ce qui, d'après l'article *Engineering Noise Control in the Textile Industry* (1980), est le moyen le moins désirable. Le prix réel de l'utilisation de ces protecteurs d'oreilles inclus aussi le coût de remplacement, de vérification de ces appareils et le coût de surveillance des employés. Tout comme pour la réglementation sur la poussière de coton, cette mesure de protection des lieux de travail hausse le coût de production.

Une troisième norme posant un problème majeur à l'industrie du textile c'est celle qui se rapporte à l'emploi de produits chimiques. Les gouvernements veulent s'assurer que l'emploi de ces substances ne nuise ni à la santé ni à l'environnement. C'est pourquoi tous les produits chimiques qu'emploie l'industrie du textile sont soumis à une vérification sévère. L'application de cette réglementation a des répercussions sur la disponibilité et le coût des produits chimiques aussi bien que sur le coût de production des matières textiles. Une des conséquences de l'application de cette réglementation est, d'après un article intitulé *The Toxic Substances Control Act: how will it affect the textile industry?* (1978), la réduction de nouveaux développements et l'encouragement à importer plus de produits finis qui ne retiennent pas les substances chimiques une fois qu'ils sont prêts à être utilisés. En plus d'essayer de trouver des solutions aux problèmes de poussière de coton, du bruit et de toxicité des produits chimiques, l'industrie du textile, comme toute autre industrie, doit faire face à celui de la conservation et du coût de l'énergie. Depuis 1976 les industries du textile ont entrepris une campagne en faveur d'une diminution de l'utilisation de l'énergie. Brady, F.P. (1980) affirme qu'en 1979 on a utilisé 21% de moins d'énergie par kilogramme de production qu'en 1974. Le remplacement de l'eau chaude et de la vapeur, une meilleure isolation, la réparation de systèmes défectueux causant une perte d'énergie sont quelques uns des moyens pris par l'industrie. L'énergie est indispensable à la transformation aussi bien qu'à la substitution de toutes les matières premières et l'industrie du textile a besoin de cette énergie pour se développer. A quel coût pourra-t-elle le faire dans les années '80?

Prospectives d'avenir

La survie de l'industrie canadienne du textile dépend, en grande partie, de la politique des gouvernements en matière d'importation. Les responsables de l'industrie le savent et demandent au gouvernement canadien de maintenir les tarifs douaniers pour stabiliser le prix des produits

textiles canadiens et hausser les prix des biens importés. Ils demandent également de conserver les mesures non tarifaires tels que le contingentement et les accords bilatéraux de restriction conclus avec les pays à bas salaire tels que: Hong Kong, la république de Corée, la république populaire de Chine, Taïwan, la Pologne, la Roumanie et les Philippines. Les accords de restriction fixent à l'avance le volume des importations, ce qui favorise le Canada puisqu'ils permettent un marché plus stable et des emplois plus stables aussi.

En plus d'aider l'industrie du textile par le biais des contrôles sur les importations, les gouvernements fédéral et provinciaux jouent un rôle important sur l'industrie canadienne du textile en établissant des programmes d'aide directe visant à renforcer la productivité et le niveau technique de l'industrie canadienne du textile.

Les gouvernements ont un rôle à jouer pour la survie de l'industrie du textile mais le consommateur a aussi une très grande influence sur le sort de cette industrie. En effet, c'est à lui que revient la décision d'acheter ou non des produits textiles canadiens. Ne doit-il pas encourager une industrie qui emploie directement environ 200,000 canadiens? C'est ce qu'affirme Lachapelle B. (1980).

Le coût des tissus importés a augmenté plus rapidement que celui des produits domestiques. Ce fait est, en partie, dû aux tarifs douaniers mais surtout à la dévaluation du dollar canadien. La marge entre le coût des produits importés et des produits de fabrication canadienne devient donc peu importante.

Dans les années '80 la popularité de la fibre de coton continuera peut-être de baisser, suivant ainsi la tendance des dernières décades. Il y a environ quarante ans, la fibre de coton fournissait 75% du marché mondial des fibres textiles. Depuis ce temps le pourcentage de production a diminué progressivement pour atteindre environ 50%. Dans un article intitulé *Manmade textile fibers will edge natural as world consumption doubles* (1979), on prédit qu'en 1990 les fibres synthétiques fourniraient 58% de la production totale mondiale des fibres et, les fibres naturelles, 42%.

La compétition entre les fibres est basée sur bien des facteurs. Par exemple, la disponibilité et le coût des ressources naturelles peuvent influencer leur choix. Puisque la matière première des fibres synthétiques est le pétrole certains, tels que Slater, K. et F. Hoffmeyer (1979), affirment qu'elles deviendront plus rares. Mais que dire de la disponibilité des terres nécessaires à la culture de la fibre de coton? Que dire aussi de la rareté du bois qui se fera peut-être sentir et qui affectera la production des fibres de rayonne et d'acétate qui sont, elles aussi, des compétitrices pour la fibre de coton? La rareté des ressources naturelles touche donc tous les types de fibres textiles.

Le facteur ressource naturelle seul ne peut permettre de prédire la production des fibres pour les années '80. Peut-être qu'un matériel de base autre que le pétrole deviendra la matière première des polymères synthétiques ou bien encore peut-être que de nouvelles techniques permettront de reproduire artificiellement des fibres dont les caractéristiques seront identiques à celles de la fibre de coton? ou peut-être que de nouveaux apprêts qui, lorsqu'appliqués sur la fibre de coton, imiteront tous les avantages des fibres synthétiques sans avoir à supporter leurs dé-savantages. La compétition entre les types de fibres n'est

pas terminée, elle se jouera probablement sur d'autres facteurs que celui des ressources naturelles. Par exemple, l'aspect esthétique, la résistance à l'usure, la performance générale, ou encore les propriétés assurant le confort pourront déterminer la popularité des fibres.

Il est difficile de prédire la prédominance d'un type de fibres sur un autre tellement il y a de facteurs, souvent imprévisibles, pouvant faire pencher la balance d'un côté plutôt que de l'autre. Ce qui est certain, affirme Denham, M.E. (1980), et sur ces points deux groupes opposés tels que Cotton Incorporated et Manmade Fiber's Association sont du même avis, c'est que les fibres textiles seront toujours en quantité suffisante pour répondre aux besoins, que le coût des fibres continuera d'augmenter et, finalement, que la demande des fibres continuera aussi d'augmenter. Ce qui est incertain c'est le partage du marché.

Peu de recherches fondamentales visant à inventer des fibres totalement nouvelles sont prévues pour les années '80. Depuis 1976 aucune nouvelle classe de fibres utilisées pour le vêtement n'a été mise au point. Les dernières fibres développées, telles les aramides et les fibres de carbone servent surtout à la fabrication de produits industriels. La recherche, dans les années '80, sera une recherche appliquée pour donner de nouvelles propriétés aux fibres, de façon à ce qu'elles soient mieux adaptées à des fins spécifiques dépendant des exigences des consommateurs et des législations qui pourront prendre effet. Tous les types de fibres continueront d'être en demande dans les applications où ils excelleront et où leur coût de production sera compétitif. Les consommateurs auront le dernier mot à dire puisqu'ils détermineront la demande pour les différents types de fibres, au cours des années '80.

Conclusion

L'avenir de l'industrie canadienne du textile est fragile et les producteurs font face à des difficultés sur le plan économique et se voient dans l'obligation d'améliorer la productivité afin d'être compétitifs sur les marchés international et intérieur. Aussi, ajoute Clarke, R.M. (1979), il est impératif que les industries modernisent leur équipement, qu'ils développent de meilleures stratégies de marketing afin de connaître les besoins des consommateurs et de répondre rapidement à leurs demandes.

Les gouvernements ont aussi une part importante à jouer pour le maintien et le développement de l'industrie canadienne du textile. Les politiques en matière d'importation, qui se terminent le 31 décembre 1981, doivent être maintenues sinon améliorées afin d'aider l'industrie canadienne du textile à sortir de difficultés économiques importantes.

Finalement, le consommateur peut aider l'industrie canadienne du textile en achetant des produits faits au Canada, par les canadiens, sachant que même si leur coût est un peu plus élevé il y gagne puisqu'il favorise le maintien des emplois pour les travailleurs de l'industrie du textile et des industries connexes qui sont, au Canada, très nombreux. Encourager l'industrie canadienne du textile c'est participer, par le fait même, au développement de l'économie canadienne.

(Continued on page 119)

The Right Questions:

Rural Report

From Japan

Jean Steckle



Jean Steckle, Ph.D. is a Nutrition Consultant with the Medical Services Branch of Health and Welfare, Canada. She is Chairman of CHEA's International Development Committee as well as CHEA's representative to the Canadian Hunger Foundation and MATCH. The study program which she partially describes in her article was sponsored by the World Health Organization (WHO) and endorsed by Health and Welfare, Canada. Dr. Steckle studied three weeks in Japan, three days at the University of California at Davis, and for two days at the Department of Health, Honolulu, Hawaii. The purpose was to gain new ideas for nutrition management within a total concept for "quality of life" that might be applied particularly in the Indian Inuit culture. For a full report of the study, contact Dr. Steckle.

Thursday, May 1st, 1980, was a beautiful spring day; the azaleas were in full bloom, with jewel tones of fuchsia, purple, pink and white all along the railway from Tokyo to Kamagaya. We were travelling by train from Tokyo to Kamagaya to meet with women farmers in the prefecture. Over 60% of the farming in Japan is done by women. Many of these farmers also belong to the Home and Family Living and Improvement Practice groups, organized in Japan by the Home Advisors employed by the Prefecture Government, supported and endorsed by the Ministry of Agriculture, Food and Forestry. I was a guest, travelling with Mrs. Matsuyo Yamamoto, the first Director of the Home and Family Living Improvement Program which was established in 1948 by the allied occupation forces.

As we travelled, I learned more about the Extension Service and some of the philosophy associated with its development. Today there are more than 335,000 members and approximately 18,000 Home and Family Living Improvement Practice Groups under the leadership of nearly 2,000 Home Advisors. Each Home Advisor is expected to serve as a consultant to an area with 2,500 households, as well as provide day-to-day leadership for the Home and Family Living Improvement Practice Group.

In the countryside, women were working the tiny, immaculately groomed fields, using power equipment. It wasn't until our return journey that night that I began to understand the full significance and value of keeping the land in full production.

At the station we were met by the Assistant Director of Agricultural Extension for the Prefecture and the Home Advisor. We travelled to the meeting in an official Extension car, driven by the farm advisor. The purpose of our meeting with the farm women was a demonstration of traditional noodle making, processed from local wheat. We passed through the wheat fields on our way to the farm. To

a Canadian, the fields resembled research plots with the heavy stands of headed wheat in dense, well laid out rows. Barley was also in head and is used for local beer manufacture. These two grain crops are harvested in June and followed with a crop of rice. Each grain and rice crop average between 4-5,000 kilograms per hectare, or a total annual yield 8-10,000 kilograms per hectare. The cropping system in this region includes these three grain crops, plus rotations of soya beans with early strawberries and tomatoes grown under polyethylene on a total average area, per farm, of 1.5 hectares.

This particular Home and Family Living Improvement group was a new group, organized two years ago, shortly after the Home Advisor was transferred to this region. At the time, the family we were visiting was building a house and had asked advice to plan a modern Japanese kitchen. During the visits of the Home Agent, other women would drop in with their children. Often the children would be eating sweets, ices or candies. One day the Home Advisor asked if the mothers knew why the children had red stains around their mouths? Curiosity prompted a special Summer project by the children and their mothers to find out more about food additives, food coloring, and the dangers of sweets. They also decided to find out ways to process their own farm produce to make better snack foods. This project opened the way to improve their diet. They also learned new methods to prepare convenience foods from the foods grown on their own farms.

To welcome us, fourteen members of the group had gathered, bringing with them samples of foods they had grown and processed for family use. These included products made from fruits and juices, products made from yam, rice, soya beans, maize, vegetables and greens. Two long, low tables were laiden with food samples. Fresh produce was arranged on the verandah.

Prior to discussing the processing methods, we were entertained at lunch, in the traditional Japanese style, tucking our feet under the table, warmed by a foot warmer. Stacks of **udon** (traditional wheat noodle with a high extraction rate) were placed on a platter and served individually in steaming bowls of **otfuyu** (scalding, salty broth). This was eaten using chopsticks, while sipping the broth. Simultaneously another individual plate was filled with **tempura** (fresh vegetables and shrimp, deep fried in batter), **omusubi** (sticky rice, wrapped around cooked salmon, with savory green leaf wrappers), fresh sliced cucumbers, fresh tomatoes and **nori** (sliced slivers of green seaweed). Fresh bean curd was served with grated fresh ginger as a side dish, all accompanied with warm green tea. The noodles had been freshly made extruding the dough into boiling water. The process has been handed down from one generation to the next.

During this feast, we took pictures and asked questions about different processes and techniques of food production and preparation. Gradually, during the talk at this meal, I began to appreciate that the women were not only experienced housewives, but expert farmers, using a high level of technology, developed by an advanced industrial society.

This system is labor intensive, maximizing industrial technology. The drudgery associated with farming and food processing is hardly evident. Most tasks have been mechanized and women are highly trained to manage mechanization and achieve a high level of production in both food processing and production. Let me use some examples. The tomatoes we had for lunch were grown from hybrid genetic stock, they were large, with a dense meaty texture and an outstanding flavour. Exclamations prompted a demonstration on bud cutting and propagation.

From the original hybrid, a series of four cuttings had been used, planting each successive crop under polyethylene, using various solar and supplementary heat sources to grow tomatoes year-round in a climate similar to Chatham, Ontario, or Vancouver, B.C. The next cutting in May would be rooted outdoors for the summer crop. This year-round system is a most economical method of growing top quality hybrid tomatoes.



Members of the Nakagema Home and Family Living and Improvement Practice Group

A platter of colorfully arranged fruit ices (sherbets) was served for dessert. This was the outcome of the study on artificial food dyes and snack foods. The mothers and children had made a permanent record of the dyes found in the ices and sweets by boiling these foods with cotton swatches and the hideous, brightly colored cotton swatches were now mounted on a cardboard. This was the motivation to make their own ices from fresh fruits and vegetables. Recipes using cherries, strawberries, peaches, green savory leaves and carrots were compiled in a booklet, prepared by the children and their mothers entitled *To Eat More Natural Food, Produced by Our Own Hands*. Not only were the new snacks more nourishing, with a milk base, they were colorful, using natural herbs and fresh fruits. The attractive molded shapes were chosen by the children. The mechanical food processor and home freezer and modern packaging materials made it possible for the children and other family members to produce these products easily within the home and safely store them.

Another example is curd. It can't be frozen and must be made fresh. The food processor and the pressure cooker make it quick for farm housewives to use their own soya beans and the by-products. Rice crisps are another example. A whole year's supply can be made quickly and easily, using the pressure cooker and the micro-wave oven. Packaging materials, also highly developed in Japan, contributed significantly to the success of home processing.

During the afternoon, ideas were tossed back and forth and one learned more and more about the 14 women in this group. They drew each other out on each other's specialty and derived a mutual satisfaction in the achievements of their neighbors. In fact, I was told that a system of sharing specialty products between members had developed. They were equally interested in Canadian families and their dietary patterns. They could appreciate Canadian problems of obesity and concern for high in-takes of fat, salt and sugar. They joked and said the pickled vegetables in Japan would not solve the salt problems of Canadians. They had some good ideas, however, to pass along to increase consumption of vegetables, suggesting simple methods of drying green, leafy vegetables for soups and stews. Blanched greens are hung to dry on a clothes line in the shade.

In organizing this group, the Home Advisor had asked the right questions. One couldn't help but think that the Home Advisor had continued to ask the right questions to achieve such success in food processing amongst this group. The day passed quickly, already the school children were home. They were just as keen participants in food processing as their mothers. Later the men in the family would be home from business or industry. Grandmother is always there. The knowledge and skills of all household members, with interaction between farm, home, industry, school and the cultural traditions of Japan produces more than high-yielding cropping systems on Japanese farms. The production system is directed toward new standards for "quality of life". This lifestyle is labor intensive. It involves women and children, creatively and productively, in the rapid evolution of an industrial society. The government priority to provide maximum agriculture and home improvement services is well worth the investment. The land is a cherished possession; the immediate returns include not only sufficient rice, but a surplus. A significant quantity of high quality fresh produce is also available on the doorstep of Tokyo and other large cities in Japan. Further returns indicate a "quality of life" that will be cherished as the land is today. Are we in Canada keeping pace and what are the questions we should be asking ourselves? ●

Charles Kleibacker is a New York couturier who has mastered the designing and molding of bias to enhance the female figure. Kleibacker presented one of his week long workshops, June 1980 in the Textiles and Clothing Department at North Dakota State University, Fargo, North Dakota. The class consisted of 19 participants ranging from freshmen, seniors, teachers and professors. Each person exhibited a strong interest in design, draping and assembling of garments.

Kleibacker brings a wealth of experience to the classroom with a degree in journalism from the University of Notre Dame, graduate work in retailing at New York University, and couture training with Antonio Castillo at the House of Lanvin in Paris. After a "great experience" at Lanvin, he presented two collections in Rome. Returning to the U.S. he opened his own salon. Subsequently he has become known as the *master of bias* and has been compared to Vionnet, the famous French Parisian designer of the 20's. He is now conducting seminar workshops which take him across the United States where he inspires and instructs students in design and couture methods.

Kleibacker's forte is the difficult and demanding bias cut, which he executes in elegantly simple dresses that seem virtually timeless. One of his philosophies is that a custom made dress "engineered to an individual's anatomy" can be cherished and worn for 10 or 15 years. He maintains that a dress fit to perfection gives the wearer bodily comfort for ease of movement while providing that essential feeling of grace and well being.

Margaret Edmond has been associated with the Clothing and Textiles Department of the Faculty of Human Ecology and Faculty of Education at the University of Manitoba for a number of years in a teaching capacity. Presently she is doing research on the middle-aged woman's clothing interest and related behavioral concerns. Of special interest to her is the design and production of ready-to-wear.

Elizabeth Shannon has taught at Macdonald Institute, Guelph; the University of Arizona; and the Clothing and Textiles Department of the Faculty of Human Ecology, University of Manitoba. Her special interests include pattern design, clothing assembly and garment designs for special needs. Her research interests are in the area of clothing for the handicapped and pattern drafting procedures.

Arrangements for the workshop were under the direction of Emily Reynolds, Professor and Chairman of Textiles and Clothing Department, North Dakota State University.

Couture Challenge: Charles Kleibacker Workshop

Margaret M. Edmond

Elizabeth E. Shannon

Summary

A couture workshop directed by Charles Kleibacker, designer and teacher, was held at North Dakota State University in June 1980. Expert in designing with bias using natural fibres, especially silk, and creating designs engineered to an individual's anatomy, his philosophy is that a custom made dress can be worn and enjoyed for 10 to 15 years. The workshop involved demonstrations of his couture techniques based on a collection of his designs. The participants had an opportunity to practise these techniques in lab sessions by draping bias designs on half scale dress forms. He stressed the importance of achieving the professional look so characteristic of couture design — a goal achieved through the initial experimentation with the qualities of the fabric and the careful use of fine hand finishing on the details of the design.

He favors natural fibres of silk, wool and cotton, with emphasis on the use of silk. Many sewers are often intimidated by silk, but Kleibacker says, "Nonsense, silk is the easiest fabric to work with for its ease in cutting, draping, stitching and for hand finishing, but one must preshrink it before cutting. He recommends that one use a good steam iron and a sturdy ironing board and press one section at a time on the wrong side letting the steam evaporate before moving to the next section. Underlining in compatible fabrics of similar fibre content was a feature in most of the Kleibacker Collection giving added support and enhancement to the fashion fabric.

He insists that each fabric brings its own unique qualities to challenge the designer seamstress, and urges experimentation to establish which grain most effectively reveals the beauty of the fabric. For construction purposes, he proposes testing on a sample piece for correct thread type, stitch length and tension in relation to the fabric. He recommends silk thread when available for its strength and natural sheen; otherwise mercerized cotton was his

choice. To achieve fine hand finishing, he suggested unravelling three ply silk thread to obtain one strand for a smooth, invisible finish.

His Collection

Kleibacker brought with him a collection of his own dresses and gowns, along with a few muslins from which they were constructed so that the seminar participants could follow the alterations and couture technique of assembly indicated on the muslins. Selected participants from the group modelled his dresses and gowns while he expanded on the many features of design and construction, pointing to the areas where the inner construction and finishing determine the fit and beauty of the garment. His collection later served as a reference point for the participants when they were executing the various couture techniques. Charged with enthusiasm and dedication, Kleibacker urged the class to use the same techniques to achieve that professional high fashion touch that lends distinction to the couture dress — a combination of beauty, superb fit and comfort.

Workshop Sessions

Kleibacker's willingness to stop at any point in his presentation to answer questions proved to be most productive and informative. During the lab sessions he circulated among the participants, consulting and encouraging each one in the process of developing their design ideas in muslin on half scale dress forms. These classroom demonstrations were effective in giving the participants a broad range of experiences in design and construction.

Although many designers are known to guard their couture secrets, Kleibacker generously shared his designs and techniques. The participants were amazed at the thinness of the looping he created for straps, belts or button loops. He explained that it could be achieved by stretching narrow true bias lengths of fabric to its utmost while stitching. He then subjected the turned looping to what he referred to as a "steam bath" — which was simply stretching the length while steaming. This uniformly thin looping was just one of the distinctive features in his collection.

Kleibacker maintains that individualized fittings are the only sure way to a good fit, especially in the sleeve and neckline area. He insists that commercial pattern sleeves are too low in the underarm area for comfort or beauty. His sleeves fit very snugly and contour the natural shape of the armhole. In order to provide reaching room without undue strain on the rest of the garment, he recommends raising the underarm of the bodice and, through careful manipulation and a process of steaming, to shrink the extra ease from the sleeve. The ease can be controlled without eliminating the necessary room for comfort. He believes in pin fitting and slip basting sleeves on the individual for a perfect fit as the amount of ease distributed in the sleeve cap on the back and on the front differs from one person to the next. This method assures that proper grain and balance can be maintained.

Neckline fit is another critical area according to Kleibacker. To assure a perfect fit in both a standing and sitting position, he illustrated how to keep the 'V' or low cut neckline fitted snugly to the chest and prevent gaping especially while the wearer is seated. A process of easing the area to a measured tape, carefully pinning to

draw in the excess length provides a smooth closely contoured neckline. The tape, attached to the neckline seam with very tiny stitches serves to stabilize and reinforce the finished edge thus eliminating the need for interfacing. The seam allowances are turned to the inside of the garment, enclosing the tape, and form the facing providing a softer, more natural neckline. Separate facings were only used on square or deeply curved necklines.

Kleibacker's skirts smoothly contour the female anatomy with what he called a modified bias cut. It is straight in the back, with the fullness of the yardage draped to the front creating bias over the front hip bone where the fullness is gracefully released. Some full skirts featured hand rolled hems delicately finished with one strand of 3 ply silk thread in tiny stitches. Short needles, size 10 are preferred, were used for all fine finishing touches.

Another important feature in his designs is the free flow of the fabric with no evident pulling at any intersecting seams. He explained that intersecting seams and dart allowances should not be stitched down but rather left unattached to move freely in the garment and on the body. This

prevents distortion especially in the bust area where darts that are stitched down in a seam often cause diagonal wrinkles.

Kleibacker frequently emphasized the importance of careful pressing and the use of reliable pressing equipment. He also proposed subjecting items such as seam tapes, zippers, trims, and loops to a "steam bath" to obtain thorough shrinkage. The same process was recommended for moulding areas to the shape of the design and the contours of the figure.

A critique period was arranged at the end of the workshop for the completed individual designs to be viewed and analyzed. It was an exciting array of couture dresses, a fitting tribute to Kleibacker's excellent instruction, and a source of accomplishment for each seminar participant, who left inspired with fascinating new techniques and a resolve to preserve couture. All agreed they would welcome another opportunity for further instruction from Charles Kleibacker.

Reference

Kleibacker, Charles. *Couture Workshop*, Textiles and Clothing Department, North Dakota State University, Fargo, North Dakota, June 1980.

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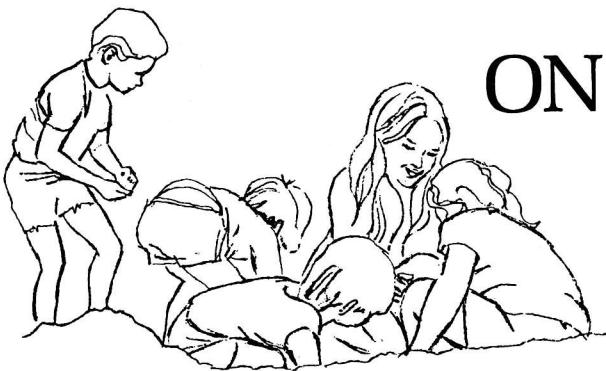
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ON THE COMMUNITY FRONT

Anne Christie
Quebec Provincial Director

Many home economists give of their time and expertise to help different sectors of the community. The type of help varies, individuals and organised groups from all walks of life benefit from the experience of home economists.

One area of which Quebec can be justly proud is that of the increasing development and importance of nutrition education in schools to others beyond the regular home economics programs. First introduced in 1975, home economics educators in cooperation with dietitians promoted and developed workshops and nutrition programs particularly for elementary schools. One such program was *Nutrition for Living/Nutrition pour mieux vivre* developed at the Protestant School Board of Greater Montreal by a committee chaired by Margaret Wallace. Under the leadership of the School Council of the Island of Montreal all eight school boards (English and French) are actively involved in nutrition education, materials being prepared in both languages, adapted to suit particular needs. These programs in inner city schools were supported by a free milk program which now operates province wide due to the generosity of the Federation of Milk Producers of Quebec. Other special projects evolved such as snack programs, nutrition fairs, nutrition weeks and art contests with increasing parental support and participation. At the high school level nutritionists and home economists have introduced such programs as computer diet analysis and weight control and encouraged the development of special nutrition units for integration into existing social science, science and physical education courses. In 1979 the provincial Department of Social Affairs brought out the Quebec Food Guide,

the first province to do so. Home economists in the departments of Health and Welfare and Agriculture have been very active in production of various nutrition programs for all age levels.

Five years have elapsed since a group of Montreal housewives from the district of Notre Dame de Grace organised a course that would teach the layperson how to buy, prepare and store food. These concerned women felt, having observed shoppers in supermarkets that the consumer was definitely influenced by catchy advertising and colorful eye level displays and that because of a lack of reliable information they were making poor food choices to feed their families. Thus the idea was conceived and it was decided to find dietitians and home economists to help design a course that would meet the needs of the average housewife and consumer. Within three months the *Notre Dame de Grace Food Awareness Course* had begun. The Montreal Catholic School Commission reviewed the course content; they felt that it would provide a much needed service and offered classroom space and subsidization of the program. The course consisted of five, three hour sessions and ran twice a year; the cost of the course to participants was only enough to cover food expenses as most recipes were demonstrated and tasted. The Food Awareness Group now consists of seven people, Sandra Henrico and Lise Comptois (dietitians) Dierdre LeBel and Elma Dolansky (home economists) and three homemakers. The original course has expanded to eight sessions with emphasis on nutrition and consumer education; topics include: — discussion on general nutrition information using Canada's Food Guide as a reference with adaptations

for each particular group; convenience foods and making one's own mixes; comparison shopping, costing and food values; alternatives to meat including a variety of recipes using legumes, nuts and seeds; nutritious snacks, bread making with emphasis on whole grains. The Food Awareness course continues to be offered twice a year in schools of the Montreal Catholic School Commission; the group receives many requests to present the entire course or sections of it to interested groups within the community.

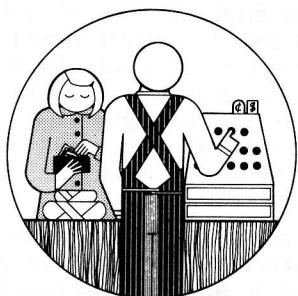
Skills for Living has been in operation for seven years, organized by Dierdre LeBel with a group of volunteers to assist the Montreal community of Little Burgundy. Although the program concentrates on sewing, short sessions on nutrition and consumer economics have been given to the group. These weekly meetings which include a light lunch, provide the opportunity to discuss everyday problems and help in the ways and means of coping with particular situations.

Conservation awareness, in particular saving energy, has been the theme of several talks given by Liz Murphy. The need to provide an information service to reach out into the community sparked the formation of the *Speakers' Bureau* by the Quebec Association of Home Economics chaired by Ann-Sharon Sawyer. Twenty-three members presently participate, forming a resource nucleus offering a variety of topics in the following areas: — Food and Nutrition, Clothing and Textiles, Family Living, Housing and Design, Consumer Economics.

Rising unemployment figures has necessitated the return to the classroom of many adults in search of retraining programs. Problems have

arisen since there is no central clearing house of information in the province for those seeking specific courses; added to this is the problem of finding instruction in certain programs outside the major cities. A provincial task force on adult education, Commission d'études sur la formation des adultes, was established January 1980 chaired by Michèle Jean. The Commission has a mandate to examine adult vocational and socio-cultural education throughout the province of Quebec. Preliminary sessions in the form of workshops and public hearings have already taken place. Quebec Association of Home Economics has prepared and submitted a brief stating their concerns with adult education courses. L'Association d'Economie Familiale du Quebec is also taking an active part in discussion sessions and has formed a committee on adult education. The final report and recommendations of the Jean Commission will be made before the end of the year.

Stage en France was sponsored by the Ministry of Education of Quebec in conjunction with the Education Department of France. Twenty-three home economics teachers participated, spending several weeks in France October 1980. During this time visits were organized to museums and factories as well as the time spent in the lycées (high schools). Exchange of ideas and discussion of programs took place; the Quebec contingent found that a similar course of study was taught in home economics featuring Family Living, Foods, Housing and Clothing. One important difference was noted that the majority of lycées had limited audio-visual equipment and materials and that the individual teacher used considerable ingenuity and creativity in presenting material to promote and stimulate active classes. This experience enabled home economics teachers to reach out beyond their own environment and to share with others in a different milieu. ●



The XIVth International Congress of Home Economics

A. Bernice MacFarlane

My sister from North Vancouver, Edith Wilcock of Calgary and I attended the Congress July 21 to 25, 1980 in Manila at the Philippine International Convention Center and thoroughly enjoyed the opportunity to renew friendships, make new ones, and to see parts of that beautiful country of 7000 islands. The home economists in the Philippines deserve congratulations for the efficient organization and for the wonderful hospitality provided for the delegates.

This was the first congress to be held in a developing country and in an Asian-Pacific region. More than fourteen hundred people officially enrolled with nearly half from other continents.

The theme of the Congress was home economics as a responsible partner in development. It provided us with a wealth of information. We were all given portfolios beautifully woven from native materials.

The opening session of the Congress was attended by more than two thousand people and was impressive. Beautiful flowers, flags of all the countries, many members in colorful native costumes, sparkling lights, comfortable and attractive turquoise cloth covered chairs, and green, mauve and blue carpets provided a beautiful setting.

The magnificent International Congress Center, one of the largest and perhaps the most handsome in the world, with its fine architecture and the luxury and convenience of its facilities provided the setting for a variety of activities.

Fifty four countries were represented with sixteen members from Canada. There were 29 speakers who, despite great age ranges among them, proved to us that the communication gap between generations does not exist in home economics.

There was simultaneous translation. The speakers, the reactor panel members and the discussion groups provided us with an understanding of the problems confronting developing countries. The main priority must be the establishment of a genuine world cooperation policy and speakers clearly demonstrated the specific contribution that home economics could make by educating people on better food production, better use of resources, energy saving, improvement in public health, changing the role of women, using suitable and inexpensive technologies, better time sharing among various activities, rationalized consumption, better marketing of produce and control of population.

One theme that was emphasized by many speakers was the importance of proper diet in the development of children. Because they are the future of the human race, the most essential investment, the fundamental resource, basic nutrition for them must be of prime concern.

A special tribute must be given to the hospitality committee and their pleasant and helpful assistants for their warmth of welcome and the activities planned for us. The evenings spent with families and in schools, the opportunity to taste new foods and to see beautiful native dances, to hear and sing the IFHE Congress March written and dedicated to fellow home economists by the composer Amparo Sipin-Janier of the Philippines will be remembered. Even the climate during the beginning of the wet monsoon period was pleasant and forced cancellation of only one trip for the delegates.

The new president is Margaret Fitch, Acting Associate Director, Cooperative Extension Service, University of Hawaii, Honolulu.

If you would like to attend an IFHE Congress, start planning now to attend the XVth one in Norway in 1984. ●

A. Bernice MacFarlane was Supervisor of Home Economics, Province of Alberta for many years until her retirement in 1977. She has attended several IFHE congresses in the past.

Abstracts of Current Literature

Submitted by
Department of Nutrition
University of Montreal

Excellency at the top: a leadership that works. Un style de leadership efficace

T.J. Peters
1980

The Cornell Quarterly, 21, 3:17

Comment expliquer que tel gestionnaire réussit et que tel autre flanche? Existe-t-il un style de leadership idéal qui assure le succès? Certaines théories favorisent la gestion participative et d'autres la gestion autoritaire. Que devons-nous en penser?

Pour répondre à ces questions, l'auteur fait une analyse du style de leadership de plusieurs chefs d'entreprises importantes dont la performance s'est avérée un succès et il en dégage le profil du gestionnaire efficace. A sa grande surprise, il réalise que c'est au niveau des attributs similaires qu'il faut mettre l'emphase plutôt qu'au niveau des différences dans le style de leadership. Ainsi il découvre que tous les chefs d'entreprises étudiées, qui ont réussi, sont des personnes dotées d'une persistance obstinée laquelle se manifeste à travers une gestion quotidienne. Par ailleurs ce trait de caractère doit être accompagné de certaines qualités considérées indispensables.

Le président de la compagnie United Airlines est un de ceux qui a bien démontré l'importance de la *consistance et de la stabilité* dans la poursuite d'un objectif. C'est ainsi qu'il a relevé la compagnie U.A.L. en cinq années d'efforts assidus et d'attention particulière à ses co-équipiers. Un bon gestionnaire exploite, formellement ou informellement, tous les moments favorables pour gagner ses collègues à ses nouvelles orientations et leur injecter les *éléments de motivation* requis. A cet égard les compagnies Tupperware et T.I. Instruments investissent dans certains types d'activités symboliques telles lettres de félicitations, réunions mensuelles avec présentations officielles des succès du mois, remises de médailles, etc.

Selon l'auteur, les entreprises qui réussissent bénéficient *d'esprit d'innovation*. Ainsi les compagnies 3M et Hewlett-Packard sont fières des talents qui ont permis le renouvellement de leur ligne de production à tous les quatre ou cinq ans.

Une autre caractéristique commune aux entreprises analysées par l'auteur est cette capacité d'accorder l'autonomie requise aux gestionnaires des divers paliers hiérarchiques de l'entreprise et de maintenir des contacts assidus avec ces gestionnaires.

Finalement, il ressort de cet article de Peters, l'importance pour un gestionnaire efficace, de se concentrer sur un seul ou deux buts ultimes à atteindre et de persister dans cette ligne de conduite pour assurer le succès.

Michelle Bouchard

Changing cafeteria eating habits: A new direction for public health care

Zifferblatt, Steven M.; Wilbur, Curtis S.; Pinsky, Joan L.
1980

Jour. Amer. Dietet. Assoc. 76: 15

The delivery of preventive health programs can be approached by way of media-based advertising strategies. Intervention ought to be introduced to people as they lead their daily lives. The food industry's advertising practices provide good examples of means to alter food choices of people at the very moment of selection. These considerations have guided the planning of the "Food for Thought" game program.

It was a media-based nutrition program designed to influence food choices in a cafeteria setting and conducted in a National Institutes of Health employer cafeteria during eight weeks. Its aim was to encourage cus-

tomers to select lower-calorie food during lunch. Nutrition education was provided by means of a card game consisting of 52 cards, complete with requisite numbers and suits. Each card offered a nutritional message dealing with either a particular food item or a comparison of other food choices. Each day, customers took one card as they moved through the serving line. A few incentives by means of prizes are described and were meant to encourage participation and the saving of cards by customers. Figures provide an illustration of the display used at the cafeteria line and samples of the game cards.

The impact of the program on food choices and total calories of food purchased each day were done through time series analyses. Results indicate that on the average, customers purchased significantly fewer calories. Skim milk purchases increased during the eight-week period while sales of bread and desserts have declined significantly. Changes observed during the intervention period appeared to remain for up to ten weeks after the program ended.

The methodology used implies unobtrusive means to encourage people to make prudent food choices by way of providing nutritional information.

Florence Martineau

Lowering blood pressure without drugs.

Editorial
1980
Lancet, II: 459, August 30

Controlled studies have shown that in severe as well as in mild hypertension, lowering the blood pressure by drugs reduces the death rate. A large proportion of the adult population should then be treated to prevent the

vascular complications of hypertension. Since anti-hypertensive drugs induce side-effects in a large proportion of patients, are there other non-pharmacological means of lowering blood pressure in the non-severe hypertensive that are acceptable and effective?

In general, populations consuming very little sodium chloride have low levels of blood pressure. The belief that only a drastic reduction in sodium intake will lower the blood pressure of hypertensive patients has led to the premature abandonment of sodium restriction. At least two recent controlled studies have shown that moderate sodium restriction (2 to 3 grams a day) will lead without medication to a lowering of blood pressure in mild hypertension (diastolic blood pressure 90 to 110 mm Hg). The reduction in blood pressure compares favorably with the reduction obtained with medication. We should therefore once again give serious attention to the possibility of recommending salt restriction in hypertensive patients, contrary to what was published a few years ago.

Weight reduction is another dietary possibility for reduction of blood pressure. In overweight patients, a decrease of body weight of 1 kg correlated with a decrease of blood pressure of 3 mm Hg systolic and 2 mm Hg diastolic with weight losses up to 10 kg.

There is also new evidence from randomised controlled trials that a variety of techniques of relaxation lead to a fall in blood pressure.

Research has to be continued to know what proportion of patients will accept and benefit from these non-pharmacological means of treating hypertension, and if lowering blood pressure by these means will lead to a reduction in mortality similar to that achieved by drugs.

Monique Daignault Gélinas

Anoxomer. A new nonabsorbable antioxidant.

Ned. M. Weinshenker.

1980

Food Technology, 34:40

Anoxomer is the generic name of an off-white powder produced by a group

of scientists and engineers. It is a new antioxidant produced and tested through eight years of well documented studies to meet the definitions of *safe* that arose in regards to foods in the early 70s. The principle is that of large molecules, which are not absorbed in the normal digestive process, thus avoiding contact with internal organs and risk of toxicity. The functional groups of this new polymer are derived from a pre-determined ratio of hydroquinone, hydroxyanisole and phenol.

Extensive testing as regards absorption and metabolism have shown a biological profile devoid of toxicological effects. The studies were in various animal species, also in man.

In addition, successful application of the new nonabsorbable antioxidant has been made in regard to the control of rancidity in such products as turkey-meat patties and carry through in baked products. It has proven resistant to the extreme heat developed in deep fat frying and other intensive processes. Anoxomer also has been successfully used as an antioxidant for synthetic polymer systems, such as polypropylene and polyisoprene, where food contact is a possibility requiring an FDA-accepted product.

The product was submitted to the Food and Drug Administration's Bureau of Foods in July, 1980, and the petition was officially filed by FDA the following August 18. From this speedy action the early issuance of a final regulation permitting the use of anoxomer may be expected. Meantime, samples are available from Dynapol for evaluation. Technical service is also available with regard to suggested use levels, special concentrates and analytical procedures.

Jeannine Deveau

Overweight, obesity, coronary heart disease, and mortality.

The W.O. Atwater Memorial Lecture.

Keys, Ancel B.

1980

Nutrition Today, 15(4): 16-22

In the early 1900's, life insurance companies began to charge extra premiums for gross overweight after consisting informations indicating excess

mortality among their heaviest policy holders.

At this time, weight data recorded were actual measurements with the applicants *as customarily dressed* including shoes. Despite the possibility of large inter-individual variations, these data were the source for the development of tables of *ideal weight* now called *desirable weight* based on the notion that after growth in height and ossification is completed in the early twenties, there is no physiological reason for further increase in body weight. The Metropolitan, then, in the mid-twenties *created* three frame types by dividing into thirds the distribution of weights for a given height and labelled these frames small, medium and large. Based on these data four major studies show that the average American man of 45-59 years of age is between 12-17% over the desirable weight. These facts are popularly interpreted as serious threats to health.

However, Billings and co-workers (1949) showed that the prognosis of the fatter patients admitted to hospitals with acute myocardial infarction proved to be better than that of the others. Some prospective studies, like the Minnesota study, confirm this statement. Using as a measure of relative body weight, the body mass index (Weight/Height²) Keys and colleagues showed that at equal height, the average weight of the men who died from all causes and of coronary heart disease (CHD) was respectively 2.6 pounds (1.6 kg) and 5 pounds more than the survivors. The Framingham study showed that in both sexes the threat of death in the follow-up period decreased with increasing relative weight but the development of CHD was positively related to relative body weight. The Pooling Project found a higher risk of CHD with overweight in younger but not in older men. However, in some cases, no information is available on health status at the preceding examination (Framingham) cholesterol values or smoking habits (Pooling Project) and therefore, final conclusions are unwarranted. Finally, six major studies in Europe do not show any significant relationship between CHD and relative body weight.

Considering probability of death from all causes and for CHD for men aged 40 to 59 years, and when the equation is solved with body mass

(Continued on page 119)

Book Reviews

Marriage and the Family. By *Carl-fred B. Broderick*. Englewood Cliffs, New Jersey: Prentice-Hall, 1979, 438 p.; \$20.35.

The author indicates in his introduction that the book "is intended to be a functional text for college courses on marriage and the family." The idea of the ability of human kind to make real choices in their lives is strongly presented throughout the text. These various life alternatives are consistently examined from a pro-marriage viewpoint.

In presenting various lifestyles, Dr. Broderick draws from research conducted by legal experts, economists, social historians, medical researchers, demographers, therapists, psychologists, and sociologists. The result is a multidisciplinary approach to the issues.

The book covers traditional topics such as courtship rituals, attraction and pairing process, engagement, marriage, resource management, communication and conflict management. A particularly unique feature of this book is the author's willingness to discuss such topics as homosexuality, human reproduction, birth control methods, human sexual response cycle plus other issues related to human sexuality.

Dr. Broderick's examination of parenthood is excellent. He neglects, however, to present the idea of parenthood as a decision that faces a couple. His inclusion of birth control methods provides an appropriate opportunity to discuss how couples reach the decision to become parents.

Technically the book is well written with clear black and white photographs and illustrations. Most chapters contain exercises to assist readers in relating personal experiences to the information in the text. A glossary is provided at the back of the text. Each chapter is introduced with a short paragraph and concluded with a summary. An extensive list of references is also provided. Name and subject indexes are also included.

In my opinion, *Marriage and the Family* would be an excellent resource text

for post secondary students. It would also be useful as a reference guide for teaching relevant courses in senior high school.

Reviewed by:
Beverley Curtis, BHEc.
Edmonton

Discovering Nutrition. By *Helen Kowtaluk*. Peoria: Chas. A. Bennett Co. Inc., 1980, 224 p.; \$9.28; Student Guide \$2.64; Teacher's Guide \$6.00.

Although not a new topic, the information presented is put into perspective at the Junior High level, aiming at an overall understanding of nutrition. The subject matter is divided into four sections:

"What Can Nutrition Do For You?" covers the role of nutrition in life and health, as well as careers in nutrition. "Living Nutrition" is an explanation of nutrition. The function of nutrients, nutrient sources, and nutrient requirements are detailed in this section. "Make Nutrition Work For You" presents the nutritional adequacy of diets related to ethnic traditions and special conditions such as weight control. "Nutrition In The Kitchen" covers buying, storing, preparing, and serving food. Unlike many food and nutrition textbooks, there are no recipes.

The format of the text lends itself to be easily understood. Each chapter is subdivided, one concept building on another. Main concepts, definitions, and/or explanations are italicized for emphasis. New terms are listed at the beginning of each chapter, and at the end there are review questions and *experience* activities designed to reinforce the understanding of the material presented.

Cartoon and caricature illustrations and diagrams are used throughout the book to add interest and present some of the more difficult concepts. An advantage of this type of illustration is that the book does not become *dated* due to pictures rather than subject matter. The appendix is a fairly comprehensive list of the nutrients in foods.

The main drawback of this text is that it is obviously an American publication, evidenced by the use of R.D.A. rather than C.D.A., and reference to U.S. government agencies. Also, measurements are not based on the metric system.

The *Student Guide* consists of removable pages of exercises designed to review and test the main concepts presented in the text. The exercises vary, including: matching, long answer, true or false, sequencing and puzzles. An answer key is supplied for all activities. The *Teacher's Guide* was not available for review.

As a reference for the Junior High student and/or teacher, this text is recommended.

Reviewed by:
Deborah A. Gargus, B.Sc., B.Ed.
Mundare, Alberta

Life Insurance. The Consumer Union Report. 4th Edition. By The Editors of Consumer Report Books. New York: 1980. 383 p.; \$5.50.

This book is designed to help one become knowledgeable about life insurance, how to plan and, if necessary, purchase the protection one needs.

It begins with how to arrive at a decision about the need for life insurance and leads into important matters such as how much life insurance is enough, which type to choose, and finally it provides guidelines for shopping for a life insurance policy.

A particularly valuable element is the *Life Insurance Planning Worksheet*. Basic types of policies are explained in order for one to choose an appropriate policy. The long standing and controversial question of which is better, term life insurance or cash value insurance, is discussed fully.

Life insurance is a transaction that may involve multiple exchanges of money between the consumer and the company over many years. Because several variables may affect the real

cost of the policy, cost indexes with which to compare policies become highly important. The rates of similar policies can vary tremendously from one company to another. A valuable section of this book is the most commonly used cost indexes. The indexes are fully explained, along with the guidelines for the use of those indexes when shopping.

Consumers need some guidance in deciding which of the hundreds of life insurance companies to consider, and the comprehensive ratings by company and policy should be helpful in that regard. These ratings can be used as a yardstick against which to measure an offered policy.

This book very skillfully deals with the important issue of "fine print of your policy". It provides the necessary background to interpret policy language. It also handles, very well, the question of whether (and when) to drop one policy and replace it with another. It does a good job of demystifying the life insurance market for consumers. This book is equally suitable for the general reader or as a reference for a personal finance course.

Reviewed by:

Tahira K. Hira, Ph.D.
Assistant Professor
Family Environment, Iowa State University
(Formerly University of Manitoba)

The Woman Doctor's Diet for Teen-Age Girls. By Barbara Edelstein M.D. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1980, 290 p.; \$10.95.

This book on advice for weight reduction was written for teen-age girls, however, its suitability for anyone attempting to lose weight is questionable.

It is very easy to read, contains 23 short chapters that cover many problems of weight reduction, focuses on the emotional problems of the overweight teen-age girl, and describes situations that would have definite appeal for teen-age girls. A section on attractive appearance, recipes, and common questions with answers would also appeal to the reader.

Minimal tables, diagrams, or illustrations are used although many diet plans are listed with menus for the week. The author has failed to introduce a new approach to the subject of

weight reduction but has continually emphasized the desirability of low calorie, low carbohydrate diets under a wide variety of titles.

Although many sections of the book are well designed and follow acceptable medical and nutritional practices, there are many instances in which contradictions are presented and emphasized as the *best* approach. For example, the reader may understand that acceptable practices in weight reduction for teen-age girls include the use of thyroid pills despite laboratory findings that the thyroid is normal (p. 20); the drastic cut-back on carbohydrate in the diet because overweight people cannot tolerate carbohydrate for chemical reasons (p. 58); the following of crash diets (p. 131); and the use of diets below the normal diet for inactive teen-age girls described as containing 850 to 950 calories (p. 199).

Although findings from studies are quoted to support the author's methods, no references are cited throughout the book. One section of the book refers to the roles of family members and friends during the weight reduction process. The reader may be left with the impression that sabotage is the normal result and that she, the dieter, is the only person who decides her final, acceptable body size.

Finally, although many positive features are present, this reviewer cannot recommend this book for teen-age girls or any person who lacks the background in nutrition necessary to ignore the irrelevant and inaccurate advice presented.

Reviewed by:

Ann D. Sullivan, Ph.D.
Department of Nutrition and Consumer Studies
St. Francis Xavier University, Antigonish, N.S.

Ethnic Folk Costumes in Canada. By Peggy Tyrchniewicz. Winnipeg: Hyperion Press Limited, 1979. 229 p.; \$35.00.

The colorful variety of ethnic cultures which is part of the fabric of Canadian society is aptly portrayed in this beautifully illustrated book. It contains a foreword by Governor-General Edward Schreyer and features ethnic folk costumes as they are worn in Canada today.

For each of 39 different countries represented, the author gives a brief

history of the costumes, a detailed description of how they are made and worn and provides background information about the country thus giving the reader some insight into its culture.

Over 100 superb colored photographs of live models show one or several costumes typical of the dress of each country. Some of the costumes were brought to Canada from the homeland, some are copies of original styles done in native fabrics while others are modern adaptations of traditional dress worn by folkloric groups. The photography is by Bill Hicks.

Nine maps help the reader to locate the countries around the world and a map of Canada attempts to show where ethnic groups have settled across the country.

Published with the aid of a grant from the Multiculturalism Program of the Government of Canada, this coffee table-size book also contains a costume glossary which explains the esoteric terms for the general public.

Reviewed by:

Jacqueline Cyr
Ecole des sciences domestiques, Université de Moncton

Editor's note: *Ethnic Folk Costumes in Canada Color-ing Book* is available from the same publisher.

Nutrition In The Life Span. By Virginia A. Beal. New York: John Wiley and Sons, 1980, 467 p.; \$17.95.

Nutrition in the Life Span is a comprehensive well-documented nutrition text. It is most suitable for students who have a good understanding of basic nutrition and hence would be recommended for upper level undergraduates or graduate students. It also could be an excellent reference for teachers, especially those concerned with human growth and development.

This is the first text to give a complete coverage of nutrition throughout the various stages of the life cycle with the exception of the nutritional needs of adults. The author indicates that the omission of adult allowances was done deliberately since this area is usually covered in detail in a basic nutrition course.

Included in the text are chapters on normal growth and body composition; assessment of nutritional status; pregnancy; lactation; infancy; the pre-

school years; middle childhood; pubescence and adolescence; and the adult and the elderly. Each chapter has an extensive bibliography.

This book combines information under one cover that normally had to be obtained from a variety of sources. It contains many useful illustrations especially on various aspects of growth. The appendices include one of the most recent sets of growth curves for children from birth to 18 years as well as the new 1980 American Recommended Daily Allowances.

Although the text is American, the author frequently includes reference to Canadian data. This is particularly evident in the discussions on nutrient allowances where the American and Canadian standards are often compared. Few American texts have included Canadian values so consistently.

Overall this is an excellent, well-referenced, informative book that is especially suitable as a university text or as a resource book for teachers.

Reviewed by:

Elizabeth M. Johnston, Ph.D.
School of Home Economics, Acadia University,
Wolfville

Food For Fifty, Sixth Edition, By Bessie Brooks West, Grace Severance Shuart and Maxine Fay Wilson. Toronto: John Wiley and Sons, 1979, 676 p.; \$17.95.

Food For Fifty, sixth edition, would be a valuable reference for both food service workers and college students.

The sixth edition uses the same basic outline as the fifth, including four parts: general information, recipes, menu planning and planning special meals. The sixth edition has been extensively revised and expanded, particularly in the recipe section. New and revised tables and illustrations are also included.

The first part of *Food For Fifty* is helpful as a reference for ordering food, adjusting recipes and converting from weights to measures. Included are 26 tables providing information such as metric conversion equivalents, direct reading tables for enlarging or decreasing recipes from 25 to 500 portions, cooking temperatures, food equivalents, proportions and substitutions.

The recipe section comprises a major part of the book (p. 86 through p. 537). Recipes, presented alphabetical-

ly in 17 food categories, provide both metric and standard weights and measures. All necessary directions are clearly presented. Included are 18 tables which summarize information such as timetables for cooking various meats and vegetables.

The third part of this text relates to menu planning, and in addition to general planning guidelines, presents menus and special hints for food service in child care centres, schools, health care facilities and commercial operations. A glossary of menu terms is also included.

The fourth part of *Food For Fifty* is helpful as a guide for menus, table appointments and basic procedures relating to special functions such as teas, luncheons and receptions.

I recommend the sixth edition of *Food For Fifty* as a worthwhile reference for all those who are involved with work in the food service industry.

Reviewed by:

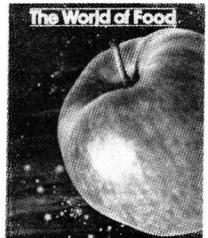
Theresa M. Smith, University of New Brunswick

If you are interested in preparing a book review please contact the Book Review Editor, stating your area of interest. A complimentary book which may be kept will be sent to you for review.

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Letters—

Being interested in the whole energy issue, I received your Fall 1980 issue (p. 211) of the *CHE Journal* from our home economics teacher. I enjoyed reading the issue on energy but I was very disappointed in your guest editor's article on "Energy — The Case of the Seven Myths". As long as teachers get this type of information, which they are being bombarded with from governments, big industry and yes, even our own federations, our society is doomed.

How can your journal print that solar energy is a myth, or that nuclear power is "the safest of all industries". Ontario Hydro is at the moment filling our schools with pro nuclear information (they even have their own magazine which is free for every school). Where can people like myself and others turn? How can we compete and print the other side equally fairly? Since big government and big industry won't help us, we have to depend on private sources like your journal.

I refer your readers to *Nuclear Myths* from Energy Probe, Toronto for further information.

Bill Borger
Geography Head
South Grenville District High School
Prescott, Ontario

Dr. Harris replies . . .

My editorial was written by one who is a participant in neither big government nor big industry but who has been trying for several decades to reduce the level of energy illiteracy. Unfortunately, there continues to be so much wishful thinking on the subject that both the public and government fail to perceive the crisis that should be alerting them to intelligent planning and action.

I have no particular "side" to promote. As our supplies of minerals and fossil fuels near depletion, be it in 10 or 100 years, we shall need to convert to energy from *all* feasible sources. Even the most optimistic of the technically competent proponents of solar

energy do not foresee that it can provide for more than a small fraction of the requirements of industry (particularly the agricultural industry) to feed four billion people. Dislocations and upheavals in society as we know it seem inevitable. The economy at present is having tremendous difficulty adjusting to the escalating price of oil, and we see a reluctance simply to accept the reality that the last few decades of cheap and easy supplies of energy are now over. Time is our greatest enemy. It can be wasted in nonproductive argument and idle hopes and speculation (particularly with respect to solar energy), or it can be used to control the population and to foster conversion to newer energy techniques.

W.E. Harris
Department of Chemistry
University of Alberta

* * *

Judging by the chilly review afforded our text on human sexuality for young adolescents (*Finding My Way, CHEJ*, Fall 1980) by Barbara MacDougall of the Calgary Board of Education, Alberta must get frosty at times. Although distracted by the printer's gremlin that misspelled our family name, we were fascinated by the reviewer accusing us of "very biased value-judgments" for writing that "Teens who live in single-parent homes have more opportunity to be sexually active." She seems not only to miss the fact that value-judgments are, by definition, biased but also confuses self-evident facts, as in the quoted excerpt, with professional convictions. Youngsters, especially the 9 to 14 group, have a basic human right to know how nature is transforming their bodies as they move into the generative stage and **should be** encouraged to avoid intercourse too soon. Although we are grateful to Ms. MacDougall for acknowledging that our work provides "a good deal of accurate information," it seems a shame that her faint praise may discourage concerned Canadian teachers from using a text that has received wide and enthusiastic acceptance south of the border for its comprehensiveness, non-sexist approach, chapter objectives and recaps, thinking keys, illustrative case examples, glossary, and pronunciation hints. Incidentally, in addition to the one for teachers, a student guide is also available.

Audrey Palm Riker
Charles Riker
West Lafayette, Indiana, USA

The CHEJ welcomes letters from readers. Letters should be brief, must be signed and include writer's address. The CHEJ reserves the right to edit letters for length.

Safety of Food Additives

(Continued from page 82)

that they want to control their lives, and, if they control the food they eat, they are at least controlling something. Another reason is that they are confused by the sensationalism of news reports. In the final analysis, however, we must evaluate the benefits over the risks. Complex trade-offs have to be made between the probable risks to health from food chemicals, from food production shortages and from food-borne diseases. In light of this premise, regulatory decisions on food additives have to be made on the basis of the perceived risk and after the careful evaluation of a number of other factors, many of which cannot be dealt with in a strictly quantitative fashion.

When making such a decision we must consider, risk, consumer expectation, the ability of the consumer to make informed choices, the cost to the industry which will be ultimately passed on to the consumer, the ability to control exposure of the population, the impact on international trade, availability of less hazardous substances, ability of regulatory agencies to enforce the regulations and the impact on future regulatory policies.

The above criteria cannot be ranked in order of importance. Decisions must be taken on a case by case basis using them as guidelines.

In view of the above:

- Do we need to be vigilant with respect to food additives? Yes.
- Are we in mortal danger from food chemicals? No.
- Are the chemicals permitted in foods in Canada safe? Within the limits of the science base in which we operate, the answer is yes.
- How serious are food additive problems vis-a-vis food safety. They are less serious from a health point of view than acute microbiological problems and chronic nutritional problems, both of which are the main food-related health concerns in our society. •

What's New

What's New in Computers?

Just for interest, here's what's coming along with computer diet analysis these days.

The Comus C-6 is billed as "the amazing new diet computer that scientifically computes the number of calories your body will burn up in 24 hours — depending on your activity and your physical characteristics."

Before breakfast you punch the following information into the hand held computer: your sex, height, age, weight and special codes which represent the activities you plan for the next 24 hours. The computer then calculates your personal calorie quota for the day. This quota can be updated instantly if you should decide to change your activities.

Another feature of the C-6 Diet Computer is that it can calculate the amount of calories that will be burned up when engaging in certain activity for a specified length of time.

The C-6 Diet Computer which allows you to adjust your diet to your lifestyle is available for \$37.45 from Comus Inc. Corporate Offices, 1739-4 Mile Road, N.E. Grand Rapids, Michigan 49505. (It uses U.S. Dietary Guidelines).

Appliance Update

Full Spectrum Lighting is generating a lot of interest. Full spectrum refers to light in which the color rendering index duplicates the spectrum of light found in daylight within a factor of 8%. *Enviro-Lite* is a new Canadian company marketing a complete line of long life lamps which includes full spectrum fluorescent tubes.

Areas where color matching is crucial (e.g. auto body shops) quite often prefer to use full spectrum lighting. There is also indication that full spectrum lighting is beneficial in offices especially where desks are located near windows. In this situation the eye experiences less fatigue when full spectrum light is used because the eye does not have to make the transition from the yellows and reds found in standard fluorescent lighting.

Microwave Safety

Microwave safety is still an area of concern for many consumers. A Canadian survey of over 900 microwave ovens between 1976 and 1979 showed that initially 6.8% leaked in excess of 5 mW per square centimeter (1976/77 survey data) while a 1978 survey showed that this figure had dropped to 1.7%. Age and year of manufacture were factors influencing leakage levels. Institutional use of domestic design gave rise to the highest leakage percentage. In cases where leakage was in excess of 5 mW per square centimeter, misuse and lack of servicing were partially responsible. Cleaning the surface of the door seal considerably reduced the leakage in cases where ovens were emitting between 1 and 5 mW per square centimeter. It is important to stress the responsibility of the consumer to keep the microwave oven door seals clean.

Plastic Polishes

Because of the ease with which plastic scratches, it's difficult to clean. A new product especially designed for use on plastics such as plexiglass, delan and lucite is now available. "Novus" is a liquid that cleans and polishes, leaves a glaze that is anti-static, resists finger marking, and dust build up. For more information write to: Safety Health Services, Box 326, Station A, Rexdale, Ontario.

Weight Watchers Diet

A New Food Plan has recently been launched by Weight Watchers. It's been developed to follow the recommendations in the Mustard Report — an increase in complex carbohydrates to 45 to 50% of total calories, fat to 30 to 35% and protein to 15 - 20%.

Bread and other complex carbohydrates play an important role — in fact, Weight Watchers members are even given a recipe for homemade bread.

In keeping with the changes in lifestyle of the '80s, new cooking techniques are also taught — stir-frying for instance is allowed to keep vegetables crisp, help cut down on the amount of fat and protein in the diet and add needed interest to diets in general (many dieters fall off the bandwagon because they find diets boring).

And some new foods formerly considered no-no's, are allowed. Peanut butter is allowed so moms can have a peanut butter sandwich with the kids at lunch, or when she's brown-bagging it to the office. When entertaining, a hostess can serve honey yogurt ice cream and the guests will never suspect it's a low cal and low fat.

Nutrition notes are included in each chapter of the New Plan to help the dieter understand the importance of a nutritious diet and why weight loss should be slow and steady.

Weight Watchers diets are nutritionally sound and well balanced. Portion-control has always been the key and still is under the three plans — Full Choice, Limited Choice or the No Choice.

For those who wish to omit fish, eggs and meat from their diet, a Vegetarian Plan is now available — a first for Weight Watchers. As well diet, exercise and behavior modification play important roles in weight loss.

Dietetic Products Now Available Through Mail Order

Dolex Laboratories Inc., a new Canadian company specializing in the field of therapeutic nutrition, announces the opening of a mail order division.

Products previously available to institutions only, will now become accessible to the general public. Dietetic products are available for a complete range of therapeutic diets from diabetic to allergen-free.

Rural patients are expected to benefit the most, since their dietetic needs are said to be especially poorly served.

Every product that is accepted for distribution must meet the strict requirements of Dolex Laboratories.

In addition, specifications are issued for every product sold.

These specifications are prepared on the basis of tests conducted by independent laboratories, using Canadian Government approved methods.

The product specifications are available to practicing dietitians at no charge. For information write or call: Alexandra D.J. Mancini M.Sc., Nutrition & Food Service, Technical Director, Dolex Laboratories Inc., 97 - Dolomite Drive, Downsview, Ontario M3J 2N1, Phone: (416) 661-4449.

Caffeine — A Cause for Concern?

Do you have any idea how much caffeine you consume a day? It might be a good idea to find out because there appears to be a considerable variation in the response of individuals to this substance.

Caffeine is present in such beverages as coffee, tea, cocoa and chocolate as well as in the cola drinks (Coca Cola, Dr. Pepper, Mountain Dew and Tab). It acts as a stimulant to the central nervous system and it takes 50 to 200 mg of caffeine to increase alertness and to decrease drowsiness and fatigue. In some people, however, 200 to 500 mg can cause headaches, irritability, nervousness and tremors.

The following table lists the caffeine content of various beverages.

BEVERAGE	CAFFEINE CONTENT
<i>Milligrams per 150 millilitres</i>	
Coffee, Instant (about 5 mL)	60-70
Freeze-dried (about 5 mL)	62-70
Percolated (15-30 mL)	97-125
Dripolated (15-30 mL)	137-153
Tea, Bagged, Black, 5 minute brew	39-50
Bagged, Black, 2 minute brew	21-33
Tea, Loose, Green, 5 minute brew	35
Loose, Black, 5 minute brew	40
Cocoa	10-17
Cola Drinks	32-65

Anyone who drinks a large quantity of percolated or dripolated coffee, and suspects that the caffeine is having a negative effect on his or her sleeping habits or that it is contributing to gastrointestinal disorders, nervousness or irritability, would be wise to switch to the decaffeinated, instant or freeze-dried types of coffee or to drink tea.

Gas Ranges

There have been some new developments in gas ranges recently among the three major manufacturers: Enterprise, Hardwick, and Caloric. Hardwick also makes the only gas cooktop available on the market. Enterprise is a Canadian firm, while the other two are American.

Ranges and cooktops presently manufactured are convertible to propane usage without any modifications. The orifices are adjustable and can easily be altered for propane use on installation. Older models will need a new orifice before being converted to propane as they were not made

with adjustable orifices. But any appliance that has a label for natural gas use only cannot be converted.

Electronic ignitions are now found on many models of gas ranges. These eliminate the need for a pilot light. This ignition system is electrically operated by a spark to light the gas. They work on the same principle as an electronic lighter. During a power failure, the top elements can be lighted manually but the oven cannot be used because of its larger solenoid and slightly different set up. If there are frequent power failures in an area, then an electronic ignition may not be suitable. Presently, electronic ignitions can cost \$50 to \$100 more than models with pilot lights. In the United States, in an effort towards energy conservation, all gas ranges being manufactured have electronic ignitions. There is a feeling amongst the industry that Canada will eventually follow suit.

A New Service From Carnation

Carnation Inc. has opened its new Food Service Test Kitchen at 4174 Dundas Street West, Toronto. Rosemary Maclean, Food Service Home Economist is responsible for the test kitchen activities which include product brand comparisons, development and testing of label directions, food photography, recipe development, food presentations and new product work.

Everyone at Carnation Inc. is very excited about this new facility which they are confident will assist in providing more in-depth information to assist with the growth of Food Service products for Carnation. Rosemary will be working two days per week, Tuesdays, Wednesdays or Thursdays. If you have any questions relating to Food Service products, please do not hesitate to call (236-2501).



7 Alvarado Place, Don Mills, Ontario M3A 3E8 Tel (416) 445-5937

Contact Pat Malone, President
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New Publications and Visuals

Life Insurance Publications

The Canadian Life Insurance Association, representing 128 life insurance companies doing business in Canada has sponsored the preparation of a wide range of publications and audio visuals for the interest of the consuming Canadian public, for use by teachers and students and for information and assistance to life insurance representatives.

Just some of the publications include: *Sharpen Your Pencil*, a guide to help families assess present income and future needs for replacement income; *After the Gold Watch*, general information on retirement planning and *Where is Everything*, a booklet to list where important papers are, to help organize and find them when you need them. Slide presentations are available on life insurance, and videotapes can be borrowed on such topics as widowhood and retirement planning.

Write to: The Educational Division, Canadian Life Insurance Association, Suite 1400, 55 University Avenue, Toronto, Ontario M5J 2K7 for a "List of Publications and Visuals."

Food and Nutrition for the Disabled

The Nutrition Information Service of Ryerson Polytechnical Institute has compiled an annotated bibliography on "Food, Nutrition and the Disabled". It includes 375 items covering both mental and physical disabilities. It covers general information, child care, home management, nutrition, mealtime skills and behavior, aids and devices and cookbooks. Also included are audio visual materials, and equipment suppliers. The price is \$4.00 prepaid or \$4.95 if billing is required. Write to: Library Publications Office, Room L282, Ryerson Polytechnical Institute, 50 Gould Street, Toronto, Ontario M5B 1E8.

Teen Sexuality

Designed for young people, the pamphlet *Because It Can Happen To You* highlights the teenager's right to be informed about the serious risks of teen pregnancy and the responsibility involved in managing their sexuality. Cost of purchase: single copy 15¢; 100 to 499 — 12¢ each; 500 to 999 — 9¢ each; 1000 or more — 5¢ each. Send orders to: Planned Parenthood Federation of Canada, 1226A Wellington Street, Ottawa, Ontario K1Y 3A1.

Beef and the Balanced Diet

A new informative booklet is now available from the Beef Information Center. "Beef and the Balanced Diet" includes an outline of the nutrients in beef, and comments on diet and heart disease, and diet and weight loss. It's a well referenced publication of interest to many. Beef Information Centres are located at: 590 Keele Street, Toronto Ontario M6N 3E3; 2116 - 27 Avenue, N.E., Calgary AB T2E 7A6; 594 - Elstree Place, North Vancouver, B.C., V7N 2Y3; and 515 Avenue Viger, Montreal, Quebec H2L 2P2.

Increase Your Shopping Savvy

As prices climb and inflation takes its toll, stretching shopping dollars becomes more difficult and more important. But it can be done! *Your Shopping Dollar*, a new publication from the Money Management Institute of Household Finance Corporation, shows how to sharpen your shopping skills to get the most for your money.

This booklet teaches consumers how to plan spending, gather product information and develop a shopping plan. *Your Shopping Dollar* also acquaints the reader with a variety of shopping alternatives, from garage sales to factory outlets, with the advantages and disadvantages of each. Detailed information is provided on mail-order shopping, direct selling and retail shopping facilities as well. Since knowing when to buy is as important as where to buy, a shopping guide for seasonal specials has also been furnished.

These 32 fact-filled pages can help you select both goods and services, determine the best way to pay for purchases and handle consumer problems effectively. Because buying decisions not only affect individual households but the economy as well, a section on the consumer's role in the economy has been included. Also discussed are consumers' rights and responsibilities.

This informative booklet was developed by money management specialists and written in consultation with experts in business, education and government. To obtain a copy of *Your Shopping Dollar*, send 50¢ and your name and address to the Money Management Institute, Household Finance Corporation of Canada, 85 Bloor Street East, Toronto, Ontario M4W 1B4.

Moving Into The Teens

More than one approach is often needed to motivate adolescents, and Fitness and Amateur Sport offers it in the second edition (1980) of *Moving Into The Teens*. This 20-page booklet by Dr. Martin L. Collis, Professor, Department of Physical Education, University of Victoria, is targeted to the 11 to 16 year old audience.

Quotations from a spectrum of heroes — Ringo Starr, Bruce Springsteen, and Bob Dylan as well as Shakespeare are used for emphasis. Aspects of particular importance to teenagers — peer standards, competition, and overweight — are discussed. Also included is a graph showing the energy cost of activities, a table contrasting the calorie count of popular high calorie foods and low calorie alternatives, and exercises.

Single copies of the booklet are available in English or French. Large quantities (maximum of 500) are available to teachers, youth leaders, education and health consultants, and organizations. For more information on fitness or to obtain copies of the booklet, write to: Moving Into The Teens, Fitness and Amateur Sport, 365 Laurier Avenue West, Ottawa, Ontario K1A 0M5.

The Household as Producer — A Look Beyond the Market, the proceedings of the 1979 workshop, has just been published by the Family Economics Home Management Section. This publication is available from AHEA, 2010, Massachusetts Ave. NW, Washington, DC 20036. (Pub. No. 1210-8, price \$5.00 prepaid).

Conducting the Consumer Survey: A Primer for Volunteers with Special Sections on Interviewing and on Telephone Surveys by Glen H. Mitchell and Mark L. Mitchell has been published by the Virginia Cooperative Extension Service. It is aimed at individuals, especially home economists and consumer educators, who have limited or no experience in survey methodology. Individual copies are available from the authors, 102 Wallace Annex, VPI & SU, Blacksburg, VA 24061, if you will enclose a mailing label and 60 cents in stamps for mailing.

Soybean Recipes

A new soybean cookbook, *Soybean Cuisine* has been recently printed by the Ontario Soybean Growers' Marketing Board. It contains 49 recipes that make use of soybeans in new, unique and flavorful ways. This priced publication (\$.50) plus other information on soybeans can be obtained by writing to Home Economist, Ontario Soybean Growers' Marketing Board, P.O. Box 1199, Chatham, Ontario N7M 5L8.

Vegetarian Eating

A Guide to Healthful Vegetarian Eating was prepared by Dietetic Education Department, Royal Victoria Hospital. This booklet discusses briefly the role of nutrients in the body, the different types of vegetarians and how to adapt Canada's Food Guide to meet the nutritional needs of the lacto-ovo vegetarian. To obtain a copy, send \$.75 to: Dietetic Education Department, Royal Victoria Hospital, 687 avenue des Pins uest, Montreal, Quebec H3A 1A1.

Sports on Record

The details of this record sound intriguing. *FIT TO SING* is the title of a unique long-playing album of health and fitness songs written and sung by Dr. Martin Collis, a well-known fitness advocate from the West Coast.

Everyone who has ever started a diet, attempted a jogging program or looked at fitness equipment ads will relate to songs on this album. Some songs are funny, others serious. The songs "Caludia" and "Run Johnny Run" says more about children and sports than you'll find in many text books. Collis's witty commentary is interspersed between songs.

The record sells for \$7.98 plus \$1.25 for postage and handling. (B.C. residents add 32 cents, to cover sales tax). Payment must accompany the order. Make the cheque or money order payable to the 3S Fitness Group, and send to: 3S Fitness Group, Box 5055, Station "B", Victoria, B.C., V8R 6N3.

Clothing Fact Sheets

A number of fact sheets have been prepared by the Clothing and Textiles Specialists of Alberta Agriculture. Two that have proved popular over the last year highlight the interest in sewing outerwear.

Outerwear (Homedex 1354-10) is a 35 page publication covering information on fabric facts, notion facts, pattern facts and alterations, sewing facts, care and construction

techniques. Illustrations and step by step instructions add to the usefulness of this publication.

Directions for making a quilted vest can be found in *Rib Trimmed Double Faced Quilted Vest* (Homedex 1474).

Two other fact sheets that may be of interest to Home Economists involved in clothing and textiles are *Buying and Sewing Maternity Wear* (Homedex 1353-30) and *Buying and Sewing Childrens Clothing* (Homedex 1353-21).

Single copies of these fact sheets may be ordered from: Publications Office, Alberta Agriculture, 1B, 9718 - 107 Street, Edmonton, Alberta T5K 2C8.

Food for the Healthy Heart

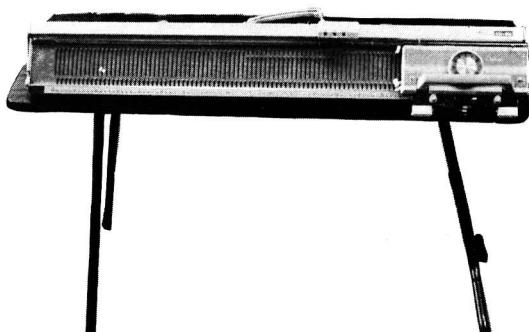
Prepared as a summary for teachers, this publication includes information on fat and the diet, as well as several recipes for a "healthy heart". It's attractively illustrated.

Information on this publication as well as a poster can be obtained from The Ontario Heart Foundation, 576 Church Street, Toronto, Ontario M4H 2S1.

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Happenings

Complaints or comments concerning **sex stereotyping** problems in radio or television commercials should be sent to: The Advisory Committee of Sex Stereotyping, c/o The Canadian Advertising Advisory Board, 1240 Bay Street, Suite 305, Toronto, Ontario M5R 1J6.

The 1981 annual meeting of **ONE** (Organization for Nutrition Education) will be scheduled with the CHEA Conference in Toronto.

In Search of Healthy Sexuality, the University of Guelph's third annual conference on sexuality, will be held on June 8 to 10, 1981. Pre conference workshops are also scheduled. Contact: Continuing Education, University of Guelph, Guelph Ontario N1G 2W1.

Edmonton Home Economics Association is interested in **twinning** with a Third World Country. If anyone has contacts, please let them know: c/o Val Lang, President, 10619 - 144 St., Edmonton, Alberta T5N 2V8.

The **First International Conference on Human Comfort** will be held in Portugal, August 2 to 8, 1981. For more details contact: Dr. K. Slater, College of Consumer Studies, University of Guelph, Guelph, Ontario N1G 2W1.

An **International Conference on Research in Home Economics** will be held September 15 and 16 in Sheffield, England. The symposium is intended to act as a general forum and bring together teachers, researchers and industrialists, working in the field of home economics to meet, present their work, exchange ideas and discuss the success of research efforts and possible future trends. The organizing committee invites offers of contributions for consideration for inclusion in the program. Synopses of approximately 250 words, should be forwarded to the Hon. Sec. (Mrs. A.W. Rose) for consideration by the committee not later than March 31, 1981.

Registration forms and further information may be obtained from Mrs. A.W. Rose, Sheffield City Polytechnic, Totley Site, Sheffield S17 4AB.

Francine Ranger-Smith has been appointed as the Consumer Counsel-

lor in the Montreal office of the Beef Information Centre. Francine replaces **Huguette Lanthier** and will carry out **Beef Information Centre** activities throughout the province of **Quebec**. She brings a wealth of experience to the position, having been with Kraft Foods Ltd. for 7½ years as manager of the Kraft kitchens. She has a degree in Dietetic Science from the University of Ottawa, and completed her dietetic internship at St. Michael's hospital in Toronto. Francine is bilingual and will be available for media interviews, consumer queries at her office located in the UPA headquarters building at 515 Viger Avenue, Montreal. Telephone number — (514) 288-6141.

Social scientists who have been interviewed by reporters in the past — or who do not mind speaking to the press — are asked to write to the Social Sciences Federation of Canada. The federation is currently compiling a list of academics who are willing to act as resource persons for media outlets across Canada. The list will be sent to any newspaper, radio or television station that requires information and commentary on social issues or news events. Information: Ellen Wathen, Social Sciences Federation of Canada, 151 Slater St, Ottawa, Ont. K1P 5H3.

University Affairs, January 1981

The **1981 Learned Societies Conference** will be held May 20 - June 6 at Dalhousie University. Approximately 7,000 people representing some 70 learned societies are expected to attend. Conference registration fees are \$30 for those who register before April 15 and \$40 for those who register later. For students and unemployed academics the fee is \$15. Conference organizers warn participants to make arrangements early as they anticipate a shortage of accommodation in Halifax. Information: Renata Kartsaklis, director, Learned Societies Conference 1981, Dalhousie University, Student Union Building, Halifax, N.S. B3H 4H2.

The annual meeting of the **Canadian University Teachers of Home Economics (CUTHE)** is planned for May 25 to May 29 (in conjunction with Learned Societies). Contact: Dr. M.

McDowell, Mount St. Vincent University, 166 Bedford Highway, Halifax, Nova Scotia B3M 2J6.

The World Health Organization has designated **1982 as International Year of the Elderly**.

York University will hold a **Family Life '81** Conference April 23 and 24 at York.

The **American Home Economics Annual Meeting and Exposition '81** will be held **June 22 - 25, 1981** in Atlantic City, NJ. The fee is \$115 for non members. For more information contact: Advanced Registration, AHEA Annual Meeting, 2010 Massachusetts Avenue NW, Washington, DC 20036.

Federal Grant Monies Available

Health Promotion Contribution Program: A Health Promotion Contribution Program has been recently introduced through the Health Promotion Directorate. The program is established to secure the participation of agencies in the attainment of an overall objective of increasing the capacity of Canadians to maintain and improve their level of health. Nutrition is one of the areas for which project support can be provided. Further information on the program can be obtained from Wayne Stride, Health Promotion Contribution Program, Health Promotion Directorate, Health Services and Promotion Branch, Ottawa, K1A 1B4 (telephone (613) 996-4533).

Community Service Projects: Employment and Immigration Canada, through Canada Community Services Projects, will make funding available to establish non-profit organizations, to enable them to hire "unemployed persons", particularly women, native people, youth and the disabled for periods of up to one, two or three years. Funding will consist of contribution to wages, wage-related costs, overhead, and, where applicable, certain capital or material costs. Proposals will be received and approved on a first-come, first-served basis after September 1, 1980, funds to be provided on a diminishing scale over three years (100% — year 1; 66% — year 2 and 33% — year 3). The program

is designed to encourage activities which will receive the support of other funding bodies in the future.

Consult with the Economic Development Branch Manager in your area for more details. Keep CHEA informed of your progress in establishing a project.

CHEA has acquired three 30 second **public service announcements** which encourages parents to positively influence their children's food choices and thus their nutrition education.

These are available in two inch videotape in sound and color suitable for use by commercial television stations and in $\frac{3}{4}$ " video cassette for use by cable stations. Affiliated groups have been offered the opportunity to acquire these tapes which end with: *A Message from The Canadian Home Economics Association*.

Congratulations to board members, **Pat Hames** and **Margaret Ellison** who recently completed PhD's. Pat Hames receives her doctorate from Texas Tech and Margaret Ellison from the University of Tennessee.

Effective January 1, 1981, the Faculty of Home Economics at the **University of Manitoba** became the **Faculty of Human Ecology**. The name, Human Ecology, was considered to reflect the interdisciplinary nature of the Faculty's academic program and the emphasis on the interaction between humans and their environment of food, clothing, shelter, family and community. A new curriculum with modified admission requirements and greater flexibility in course selection was adopted at the same time.

A joint **Family Life Saskatchewan/Saskatchewan Home Economics Association Conference** is to be held in Prince Alberta on May 1st and 2nd, 1981, at the J.M. Cuelenaere Library. The conference will focus on **Change and Challenge in the Family**. Tentative guest speakers are Roy Bonisteel of CBC's *Man Alive*, and Honorable Doug McArthur, Minister of Continuing Education. Participants will be able to choose three workshops from approximately 14. Workshop topics already confirmed are: Family Communications — Ruth and Peter Griffiths, Prince Albert, Learning to Live with an Infant — Bob Reid, Pro-Parent, Saskatoon, Are You an Askable Parent? — Wendy and Jim Wesseen, Star City, Teenage Sexuality — Meredith Moore, LaRonge, Use of Leisure Time

— Lyle Hayer, Department of Culture and Youth. For more information contact: Lorraine Samborsky, Box 555, Prince Albert, Sask.

A group of **Ottawa CHEA members** gathered for a lunch prior to Christmas especially to honor **Mabel McCauley** on her retirement as assistant secretary at the National Office. Mabel has been with the Association since 1974 and will be wintering in Florida. Also honored, though absent and already in Florida, was **Jean Bradshaw**, secretary for CHEA from 1963 to 1979. Each of the ladies was presented with a CHEA charm suitably engraved and a gift on behalf of CHEA.

The **Nova Scotia Home Economics Association** would like to exchange newsletters with home economics associations in other provinces. If your association desires such an exchange, contact Joyce L. MacLeod, 2 Chestnut Avenue, Wolfville, N.S. B0P 1X0.

The **Manitoba Home Economics Association** held a New Products Dinner in January.

The **Ottawa Home Economics Association (Association d'Economie Domestique d'Ottawa)** had as a special guest speaker at their Fall meeting, **Monica Townson**, a financial columnist from the *Ottawa Citizen* and author of *The Canadian Women's Guide to Money*. **Lori Skube**, a grade 13 student from Kanata won the **OHEA Award** of \$400. She is presently at Brescia College and plans a career in nutrition.

The **New Brunswick Home Economics Association** held its annual conference in Moncton in October. The theme was *"The Family of the 1980's in a Changing Society."* It was very successful with 170 members in attendance. **Phyllis Meiklejohn** was the keynote speaker. NBHEA is also organizing local chapters.

Linda Jacobs Currie of Macdonald College represented CHEA at the Annual General Meeting of **SCITEC**.

The **CHEA Infant and Child Feeding Position Paper** endorsed at the National Conference in St. John's, Newfoundland, 1979, was reprinted in *IFHE's Home Economics*, September 1980 in English, French and Spanish.

A **scholarship fund** in the name of **Lorna M. Davis**, a Director of the School of Home Economics, from 1957 - 1965, has been established at the University of Manitoba. Beginning in the spring of 1981, three scholarships

of \$100 each will be awarded to students who have completed with high standing, a full study program of at least one year in the Faculty of Human Ecology and who proceed in the next ensuing academic year to the next year in the course.

In memory of **Roma Collins**, a long time staff member of the Faculty of Human Ecology, a **fund** has been established at the University of Manitoba. Beginning in the spring of 1981, an annual bursary of \$200 will be available to a student who completes third year Human Ecology.

Conference Highlights

As a follow up to the 1981 CHEA Conference theme, "Integration", a three-hour workshop **"Shaping Public Policy - Strategies for the 80's"** is being planned on the afternoon of Thursday, July 9 to focus on strategies and techniques for individuals and groups to increase their abilities and skills in public affairs. In particular, techniques of lobbying, using the media, the function of resolutions and position papers will be discussed.

A pre-conference **International Development Workshop** is planned for July 3 - 5th at Brescia College, University of Western Ontario (two hours from Toronto). This will be of interest to anyone working within other cultural environments whether it's within the city core, rural Canada or internationally. It will be an opportunity to meet students from third world countries and become aware of resources available through the Cross-Cultural Learning Centre.

The Tours Committee has been working hard to provide a number of interesting tours for Conference goers.

On Sunday, July 5th, a **Walking Tour of Cabbagetown** will be offered. See the old renovated houses located in the interior of the city that have become sophisticatedly "trendy".

Or if you'd prefer on the Sunday, take a **Get Acquainted With Toronto** bus tour and learn about our historic or modern landmarks.

Later in the week, you might be interested in the tour to Kleinberg and the **McMichael Canadian Collection**. It's a sure bet for art lovers.

If theatre is more your style, the trip to the **Shaw Festival** for a performance of *St. Joan* will catch your fancy. A segment of the tour will pay a visit to the **Bright's Winery** for an afternoon tour and sampling.

Another special outing is the **Heritage Tour** of Elora, Elmira, St. Jacobs and Kitchener. The tour will hop from antique shop to antique shop and stop for lunch at the beautiful old Elora Mill Inn.

More tour information, along with prices, will be included in the registration kits.



International Development Committee members of the Nova Scotia Home Economics Association meet Mabel Banda (right) head of Malawi's Home Economics Association, and nutrition consultant, Jean Steckle, Ottawa, at Acadia University. From left to right are Jean Steckle, Alice MacKinnon (Chairman), Dartmouth, Marilyn McDowell, Halifax, Joyce MacLeod, Wolfville, Mary Price, Wolfville, and Mrs. Banda.

Mrs. Banda Brings Malawi to Nova Scotia

Mabel Banda, National Chairman, Malawi Home Economics Association, spent 16 days (during October and November) as a guest of Nova Scotia home economists. Mrs. Banda's visit, the result of NSHEA twinning with the home economics association of Malawi, was financed by a CIDA grant.

A mutual exchange of ideas to determine the type of help that would be most beneficial to the Malawi Home Economics Association was the reason for Mrs. Banda's visit. Hospitality for Mrs. Banda was offered by many home economists in various parts of the province. Not only was the NSHEA's *in kind* contribution to the project, but Mrs. Banda had an excellent opportunity to observe our family units.

In addition to observing family life, Mrs. Banda toured a wide range of educational facilities from preschool to university level. She had tours of agricultural centers, processing plants, self-employed companies, cottage craft industries, adult and continuing education facilities, co-operative stores and research establishments.

Some of Mrs. Banda's interview topics included Women's Institutes, small crops, animal production, directives for establishing a nutritional home economics association, teaching aids and hand crafts.

Mrs. Banda's visit was timed so that she was able to attend the NSHEA Conference in Wolfville. This was a good way for Mrs. Banda to meet as many home economists as possible, and to see the organization of a conference. Although Mrs. Banda spent 16 days in Nova Scotia, she was away from her home in Blantyre, Malawi for five weeks. At home, Mrs. Banda is Inspector of Education Programs for Girls (Southern Region), Ministry of Education. She visited in Montreal, Ottawa and Guelph, as well as London, England and Nairobi, Kenya. In each city she received hospitality from home economists as she continued to exchange ideas.

Mrs. Banda's arrival in Malawi completes this segment of the twinning project. After Mrs. Banda has an opportunity to meet with the executive of her association, she plans to forward a list of suggestions for help to the NSHEA. At this time NSHEA will determine if the project is to be continued, and if so, what type of help will be offered to our colleagues in Malawi.

Alice MacKinnon

In Memoriam

Barbara McLaren

Dr. Barbara McLaren, former Dean, Faculty of Food Sciences, Toronto, died January 20, 1981. Dr. McLaren was born in High River, Alberta. She received her bachelor's degree from the University of Alberta in 1930, her M.Sc. from the University of Minnesota and her Ph.D. from the University of Wisconsin in 1947. She joined the University of Toronto in 1953 as professor and head of the Household Science Department. In 1964, she was appointed dean of the newly created Faculty of Food Sciences, a position she held until 1970.

Professor McLaren was a leader in promoting nutrition among the health sciences. She is also known for the development of special protein-free food product for sufferers from abnormal metabolism and also a flour and bread product for celiac children.

Pre-Conference Workshop

July 3 - 5

The fourth in a series of annual pre-conference workshops will be held at Brescia College (University of Western Ontario) from July 3 - 5, 1981. The theme is **Cross Cultural Communication — Approaches to Working Towards Family Well-Being**. The keynote speaker will be Dr. Ruth E. Finney, Chief, Home Economics and Social Program Service of the United Nations Food and Agriculture Organization. The workshop is designed to provide an opportunity to develop understanding of cross-cultural and international issues which affect the family and to strengthen our capacity to work on the issues. CIDA funding will support travel and accommodation for 16 international students studying in Canada to come to the workshop.

The workshop will be of interest to home economists and other professionals who work with families in a cross-cultural context. Registration will be on a first-come, first served basis. Limited to 50. No fee.

For further information contact Janice Shivers, Department of Home Economics, Brescia College, London, Ontario. N6G 1H2. (519-432-8353 — Ext. 38 or 519-672-7377).

University Enrolment Statistics 1980-1981

Undergraduate Students									Graduate Students			Non-H.E. Students	
University	Name of Department	Degree	Years Required for Degree	1st	2nd	3rd	4th	Total	Full-Time	Part-Time	Total		
British Columbia	School of Home Economics	B.H.E.	4	35	73	63	62	233		M.Sc. Ph.D.	12 2	95	
Alberta	Faculty of Home Economics	B.Sc. H.Ed.	4	95	81	99	84	359	37	M.Sc.	30	8	
Saskatchewan	College of Home Economics	B.S. H.Ed.	4	52	46	36	37	171	11	M.Sc. Ph.D.	2 1	110	
Manitoba	Faculty of Human Ecology	B.H.Ed. B.Ed./B.H.Ed.	4	98 8	77 2	72 special	69 5	321 10	52	M.Sc.	39	3	69
Guelph**	College of Family and Consumer Studies	B.A. Sc.***	4	261	272	255	174	962	38	M.Sc. Ph.D.	29 1	4	
Toronto	Faculty of Education	B.Ed. (prereq. B.A. in H.Ed.)	1	36				36	95			24	
Ryerson Technical	Dept. of Consumer and Family Studies	B.A.A.	4	80	75	90	90	335	11			375	
Brescia College Western Ontario	Department of Home Economics	B.Sc. H.E.	4	56	36	40	24	156	8			176	
Windsor	Faculty of Social Science	B.H.E. B.A.	4 3	6 7	8 10	5 13	14	33					
MacDonald College McGill	School of Food Science	B.Sc. (F.Sc.) B.Ed. (H.Ed.)	3 3	27 3	41 3	62	26	156 6	16	M.Sc.	3	1	
Laval	Département de Diététique	Baccalauréat en Diététique Internat en Diététique Major en Econ Familiale Baccalauréat en Consommation	3½ 3	32	27	18	27	104		M.Sc. (diet) Ph.D. (nutr.)	10 1	5	4
Montreal	Département de Nutrition	B.Sc. (nutrition) Internership	4	52	46	37	29 4	164 4	9	M.Sc. (nutr.) Ph.D. (nutr.)	10 1	5	
Moncton	Ecole des Sciences Domestique	B.Sc.D.	4	15	16	22	20	73		M.Sc.D.	3	7	105
New Brunswick	Department of Home Economics	B.Ed. (H.Ed.)	4	10	11	15	12	48	4	M.Ed.		1	
Acadia	School of Home Economics	B.Sc.(H.E.) Honors	4	21	22	11	18 1	72 1	3				5
Mount St. Vincent	Department of Home Economics	B.Sc. (H.Ed.) B.H.Ed.	4 3	26 27	22 28	19 14	13 22	80 91	3 11	M.A.		8	30
Prince Edward Island	Department of Home Economics	B.Sc. (H.E. major)	4										
St. Francis Xavier	Department of Home Economics	B.Sc.	4	20	24	27	23	94	2				61
Total			978	931	914	755	3578	381			147	43	1514

* An additional 95 students are registered in the Faculty of Education in Home Economics Education

** An additional 360 students are registered in Hotel and Food Administration

*** "The students graduating will become associated with a wide range of professional affiliations among which will be home economics".



OVERSEAS OPPORTUNITY

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CUSO, Canada's largest independent international development organization, is seeking an industrial microbiologist with an M.Sc. or Ph.D. and relevant experience to teach, do research and act as consultant to the staff at the University of Ayacucho and people in the surrounding community.

A chemical engineer with food industry technology experience is also sought to begin the operation of a pilot tropical fruit juice and preserving plant and teach food technology courses in the chemical engineering program at the San Cristobal de Huamanga National University in Ayacucho.

A home economist with a B.Sc. and relevant experience is required to develop a course and syllabus and handle light teaching duties for the new Department of Home Economics at Sewafe Secondary School, Sierra Leone.

Terms: Two-year contracts. Salaries low by Canadian standards but adequate for a reasonable lifestyle. Fringe benefits.

For more information, write: **CUSO Agriculture-G2 Program
151 Slater Street, Ottawa, Ont. K1P 5H5**

Deadline for submission
of articles or items
for the next *CHE Journal*
is April 15, 1981

The 1980-81 CHEA Membership Directory is available to members for non-commercial use for \$5.00; order your copy by forwarding a cheque for \$5.00 to the CHEA National Office, Suite 203 - 151 Slater Street, Ottawa, Canada K1P 5H3.

Abstracts

(Continued from page 106)

index as a quadratic, the probability of death is least in the middle of the distribution and rises progressively as the relative weight increases towards either extreme of under- or overweight. This is shown in the Chicago Peoples Gas Company Study as well as in the Seven Countries Study and when both the Northern and the Southern European cohorts of the Seven Countries Study are analysed separately.

As a conclusion, Keys and other investigators find that in the absence of hypertension overweight is not a risk factor. All the previous information refers, however, to men 40 or more years old. Not enough data being available on women or on men younger than 40 years at the start of the follow-up, these preliminary conclusions cannot be directly applied to these groups.

Marielle Ledoux

L'industrie canadienne du textile

(Continued from page 98)

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CANADIAN HOME ECONOMICS ASSOCIATION L'ASSOCIATION CANADIENNE D'ECONOMIE FAMILIALE

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 SR. MS.

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Maiden Name (if applicable) _____

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PRESENT POSITION _____

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University, College or School Attended	Duration of Study	Major	Degree or Diploma received	Date received

III If you wish to become active in CHEA, check here.

Your interest _____

IV The Membership Directory will be available in November for \$5.00 to members (non-commercial use). You may order a copy now. Please enclose \$5.00 with your fees payment.

V HAVE YOU HELD PREVIOUS MEMBERSHIP IN C.H.E.A.? Yes No

VI PRESENT OCCUPATION — Please check Sections A and B. This information is required for the Membership Directory.

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Membership Classes

There are five classes of membership active including life, associate, student, reserve and honorary.

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- 1 Active membership shall be limited to individuals with the following qualifications whose application is approved by the Board of Directors:
 - a degree in Home Economics from a recognized university, or
 - a degree in a related field from a recognized university and by interest and activity serves the goals of the Association or,
 - was a member in good standing of the unincorporated body known as the Canadian Home Economics Association at the time of the incorporation of the Association and who maintains continuous membership in good standing of this Association
 - The Board of Directors may grant active membership to one who, after five years of associate membership in the Association, is deemed to have made an active contribution to the Association or the profession.
- 2 An individual who has had continuous active membership for at least ten years immediately prior to applying for life membership may become a life member subject to the approval of the Board of Directors.
- 3 An active member, in recognition of outstanding contribution to the Association over a period of years, may be awarded a special honorary life membership, subject to the approval of the Board of Directors.

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Associate membership shall be limited to individuals with the following qualifications whose application is approved by the Board of Directors:
A secondary school certificate and

- a Home Economics diploma granted by a recognized college or school of technology after two years of successful study, or
- a provincial Home Economics teacher's certificate, or
- a provincial teacher's certificate with additional training in Home Economics equivalent to at least one year of successful study.

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Student membership shall be granted to a person enrolled in a full-time undergraduate program at any Canadian university, faculty, college, school or department which is eligible to send voting delegates to the A.C.H.E.S. convention.

Reserve Members

Reserve membership may be granted on application to the Board of Directors to those who qualify as active or associate members, and who are now:

- a graduate student enrolled in full-time post graduate study in home economics or a related field for a minimum of six months of the membership year May 1 - April 30
- home economists employed on an average of less than 10 hours per week
- retired

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Honorary membership is granted by unanimous vote of the Board of Directors to a non-member who has rendered exceptional service to the field of Home Economics.

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Author's Correction

The following acknowledgements were erroneously omitted from the research paper "Sources of Home-Canning Information: Their Use and Relationship to Canning Practices and Spoilage Experienced", which appeared in the Winter Issue, Vol. 31, No. 3.

The financial assistance of the Manitoba Department of Agriculture in conducting the survey, and Supreme Aluminum Industries in preparing the final manuscript, is gratefully acknowledged.

E. Ruth Loewen

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